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The Digital Future Project 2013

Surveying The Digital Future
YEAR ELEVEN



Center for the
Digital Future



BOVITZ

The 2013 Digital Future Report

Surveying The Digital Future

Year Eleven

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The 2013 Digital Future Report

Surveying The Digital Future

Year Eleven

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Contents: 2013 Digital Future Project – Year Eleven

Surveying The Digital Future – Year Eleven 10

Internet Users and Non-Users: Who is Online? Who is Not?

What are Users Doing Online? 14

Internet Access and Use 15

America on the Internet 17

1. Internet use in the United States 18
2. Internet users: men and women 19
3. Internet use and age 20
4. Internet use and age (comparison of youngest and oldest users) 21
5. Internet use and income 22
6. Hours per week online 23
7. Using the Internet at home: hours per week 23
8. Using the Internet away from home, work, or school 24
9. Internet access by wireless handheld devices 24
10. Internet access by wireless handheld devices: hours per week 25
11. Internet users and screen time 25
12. Activities on the Internet: communication services 26
13. Activities on the Internet: fact-finding, information sources, and education 27
14. Activities on the Internet: posting information and uploads 27
15. Activities on the Internet: information gathering 28
16. Activities on the Internet: general use 29
17. Activities on the Internet: five-year trends 30
18. Internet use: how many years? 31
19. The Internet at work: active use 31
20. The Internet at work: non-work activities 32
21. Using the Internet at home for work 33
22. Productivity and the Internet at work 34
23. Productivity and the Internet at work: 12-year comparison 34
24. Internet connection at home: modem and broadband 35
25. Communication technology: how does it affect the world? 36
26. Communication technology: how does it affect the world? (users) 37
27. Communication technology: how does it affect the world? (non-users) 38
28. Communication technology: how does it affect the world? (2000 vs. 2012) 39

Internet non-users	40
29. Internet non-users: were they ever online?	41
30. Internet non-users: reasons for not being online	42
31. Reasons for not being online: 2000 vs. 2012	43
32. “Internet Dropouts”: why do users stop going online?	44
33. “Internet Dropouts”: why do users stop going online? (equipment vs. opinions/behavior)	45
34. Internet non-users: problems and views about not being online	46
35. Internet non-users: will they go online?	47
36. Internet Dropouts: will they go back online?	48
37. Internet non-users who have never been online: will they ever become users?	48
Media use and trust	49
38. Views about sources of information	50
39. Views about sources of entertainment	51
40. Views about sources of information and entertainment: five-year change	52
41. Information online: is it reliable?	53
42. Reliability of information online: views of Internet users	54
43. Reliability of information online: views of non-users	55
44. Online information: reliability and accuracy of frequently-visited websites	56
45. Information posted by media, government, and individuals: reliability and accuracy	57
46. Government websites: reliability and accuracy	58
47. Media web pages: reliability and accuracy	59
48. Information posted by individuals: reliability and accuracy	60
49. Information on social networking sites: reliability and accuracy	61
50. Information provided by search engines: reliability and accuracy	62
51. Trust in the Internet	63
52. Trust in the Internet: Internet users and non-users	64
53. Trust in the Internet: comparison of non-users’ views	64
54. The Internet and government regulation	65
55. The Internet and government regulation: users vs. non-users	66
56. The Internet and personal privacy: government and companies	67
57. Privacy of personal information and companies tracking online behavior	68
58. Personal privacy and government regulation (level of agreement at a glance)	68
59. Multitasking while online	69
60. Using offline media: activities	70
61. Offline media: non-users vs. users	71
62. Online television programming	72
63. Online audio programming	73
64. Will viewers give up cable television and watch online programming instead?	73
65. Will viewers give up cable television and watch online programming instead? (reasons)	74

66. Watching video content on PCs and mobile devices	75
67. Would you miss the print edition of your newspaper?	76
68. Does online content lead to cancelled print subscriptions?	77
69. Alternatives to print newspapers	78
70. Surfing the Web	79
71. Use of cell phone functions	80
72. Views about smartphone features	81

Consumer behavior **82**

73. How many Americans are buying online?	83
74. How much are online purchasers spending?	83
75. Types of online purchases	84
76. Types of online purchases: 10-year changes	86

Buying online **87**

77. How will collection of sales tax affect your Internet purchasing?	87
78. How will collection of sales tax affect your Internet purchasing? (men vs. women)	88
79. How will collection of sales tax affect your Internet purchasing? (by age)	89
80. Factors that could lead to more online purchasing	90
81. Factors that lead to more online purchasing: men vs. women	90
82. Privacy concerns when buying online	91
83. Privacy concerns when buying online: comparison to 2001	92
84. Privacy: comparing concerns among users vs. non-users	92
85. Privacy concerns: Internet non-purchasers vs. purchasers	93
86. Credit card information: concerns about security	94
87. Credit card security: comparing concerns among users and non-users	95
88. Credit card information: comparing concerns among non-purchasers and purchasers	95
89. Credit card information: comparisons to 2001	96
90. Buying online: effects on traditional retail purchasing	97
91. Browsing and buying products: retail stores vs. the Internet	98
92. Browsing and price-comparing in stores and online with a mobile device	99
93. Browsing in stores and buying online on-the-spot with a mobile device	100
94. Views about risking privacy by going online	101
95. Views about privacy	102
96. Privacy violation online	103
97. Views about buying online and in local stores	104
98. Views about shopping online (product quality)	104

Communication patterns	105
99. The Internet and social relationships	106
100. The Internet and social relationships: by age	106
101. Texting and social relationships	107
102. Importance of texting to maintain social relationships (by age)	108
103. The Internet and online friends	109
104. Friends met online, then met in person	109
105. The Internet's effects on social contact	110
106. Are you ignored because of television or the Internet?	111
107. Are you ignored because of mobile devices?	111
108. Internet use and contact with others (at a glance)	112
Online bullying and harassment	113
109. Have you been bullied or harassed online?	113
110. Online bullying and harassment: men vs. women	113
111. Online bullying and harassment: by age	114
112. Online bullying and harassment: impact	115
113. Online bullying and harassment: impact for men and women	115
114. Do you know someone who has been bullied or harassed online?	116
115. Do you know someone who has been bullied or harassed online? (men vs. women)	116
116. Do you know someone who has been bullied or harassed online? (by age)	117
117. Have you received unwanted sexual attention online?	118
118. Unwanted sexual attention online: men vs. women	118
119. Unwanted sexual attention online: by age	119
120. Receiving negative attention online: at a glance by age	119
Social effects: online communities	120
121. Are you a member of an online community?	121
122. Membership in online communities: how long?	122
123. Membership of online communities	122
124. Online community members: how often do they log in?	123
125. What do you do when you are logged into your online community?	123
126. Online communities: are they useful and important?	124
127. Participation in online communities: does it affect involvement in offline communities?	124
128. Online community members: online interaction	124
129. Online communities: connection to offline actions	125
130. Online communities: are they beneficial for members?	126
131. Online community members: do they contribute to building their communities?	127
132. Online community members: do they meet members of their community in person?	127
133. Participation in online communities related to social causes	128

134. Does participation in online communities encourage members to participate in social causes?	129
135. Has offline participation in social issues changed because of online involvement?	129
136. Online communities: are they as important as the real world?	130

Social networking and video sharing sites **131**

137. Websites for video sharing or social networking: how often do you visit?	131
138. Websites for video sharing or social networking: visiting (by age)	131
139. Importance of social networking websites for maintaining relationships	132
140. Importance of social networking sites for maintaining relationships (by age)	132
141. Social networking websites and concerns about privacy	133
142. Maintaining contact with messages on social networking sites (men vs. women)	133
143. Do parents monitor their children's behavior on social networking sites?	134
144. Do you have your children's passwords for social networking sites?	144
145. Altering a Facebook profile to avoid embarrassment	144
146. Creating content for video sharing or social networking sites	146
147. Why do users visit websites for video sharing and social networking?	147

Children and the Internet **138**

148. From what locations do users under 18 go online?	139
149. Internet use: the right amount of time for children?	140
150. Television viewing: the right amount of time for children?	141
151. Television, Internet, and video games: the right amount of time for children?	141
152. The Internet and schoolwork: children's views	142
153. Internet use and school grades: the adults' view	143
154. Internet use and television viewing: use as a punishment tool	143
155. Mobile phones and Facebook accounts – what age is appropriate for children?	144
156. Mobile phones and Facebook accounts – what age is appropriate? (users vs. non-users)	144

The Internet and the political process **145**

157. The Internet's importance in political campaigns	146
158. The Internet's importance in political campaigns: Internet users	147
159. The Internet's importance in political campaigns: Internet users vs. non-users	148
160. Is the Internet a tool for political influence?	149
161. The Internet as a tool for political influence: Internet users	150
162. The Internet as a tool for political influence: Internet non-users vs. users	150
163. The Internet: a tool for understanding politics	151
164. The Internet: a tool for understanding politics (Internet users)	152
165. The Internet: a tool for understanding politics (Internet non-users vs. users)	153
166. Does the Internet give people more say in what the government does?	154

167. Does the Internet give people more say in what the government does? (users)	155
168. Does the Internet give people more say in what the government does? (Internet users vs. non-users)	156
169. The Internet as a tool to help gain political power	157
170. The Internet as a tool to help gain political power (Internet users)	157
171. The Internet as a tool to help gain political power: Internet non-users vs. users	158
172. At a glance: views about the Internet and politics	159

The Internet and free speech about politics and government **160**

173. Personal political expression on the Internet	160
174. Personal political expression on the Internet: users	161
175. Personal political expression on the Internet: users vs. non-users	162
176. Criticizing the government while online	163
177. Criticizing the government while online (by political views)	164
178. Criticizing the government while online: users	165
179. Criticizing the government while online: users vs. non-users	165
180. Free speech and extreme ideas while online	166
181. Free speech and extreme ideas while online: users	167
182. Free speech and extreme ideas while online: users vs. non-users	167

Millennials: A Closer Look **168**

183. Millennials as mobile shoppers	168
184. Millennials as consumers of online media content	168
185. Millennials and media-related activities online	169
186. Millennials and video content online	169
187. Millennials and video content on handheld mobile devices	169
188. Millennials and screen viewing time	170
189. Percentages of time spent watching television on a television set	170
190. Millennials and perceptions of the value of social networking sites	170
191. Millennials and connections to marketing	170

The 2013 Digital Future Project: trends and issues **171**

Supplement 1: The USC Annenberg School Center for the Digital Future	174
Supplement 2: The World Internet Project – international contacts	175
Supplement 3: Research methods	178

The 2013 Digital Future Report

Surveying The Digital Future

Year Eleven

Welcome to “Surveying the Digital Future,” the eleventh study conducted by the Center for the Digital Future of the impact of the Internet on Americans.

The Center for the Digital Future was among the earliest research organizations to devote its primary efforts to exploring the views and behavior of Internet users and non-users in the United States, and was the first to develop a longitudinal panel study of these issues. The annual report we produce is the longest continuing study of its kind.

The Center initiated its work in 1999, and we published our first study in 2000. This project has become the comprehensive, year-to-year examination of the impact of online technology in the United States. The objective of our eleventh report is the same as the first: to explore actions and opinions related to the use – or non-use – of online technology, as well as to chronicle the emergence of changes as they occur.

In particular, the continual evolution of the Internet and how Americans embrace these developments are fertile fields for our work. Through our 11 studies, we have observed one particularly fascinating constant: that online behavior changes relentlessly, and users and non-users develop attitudes and actions that are constantly in flux as technology emerges, and then thrives or withers. (For more about this issue, see the Trends Section on page 171.) This report, the 10 studies that preceded it, and those that will follow, are our ongoing attempt to chronicle this extraordinary interplay between technology and behavior.

This work is part of the World Internet Project, which is organized and coordinated by the Center for the Digital Future in the USC Annenberg School for Communication and Journalism. Included in the World Internet Project are the Center’s work and partner studies in countries in North America, Europe, South America, Asia, the Middle East, Australasia, and Africa.

The USC Annenberg School Center for the Digital Future: Exploring the Internet’s Impact

We created this project because the Internet represents the most important technological development of our generation; its effects may surpass those of television and could someday rival those of the printing press. If similar research had been conducted as television evolved in the late 1940s, the information would have provided policy-makers, the media, and ultimately historians with insights about how broadcasting changed the world.

Our objective is to ensure that the Digital Future Project studies online technology and capitalizes on the opportunity that was missed as television developed. By beginning our study of the Internet early in its evolution as a worldwide communications and information-gathering tool, we are able to understand the effects of the Internet as it grows, and not as a postscript after it has matured.

To achieve this objective, the Digital Future Project surveys individuals in more than 2,000 households across the United States, compiling the responses of Internet users and non-users. Each year we contact the same households to explore how online technology affects the lives of those who continue to use the Internet, those who remain non-users, and those who move from being non-users to users, and vice versa. (Those households that drop out of the survey sample are replaced with new ones.) We are also noting changes as users shift from Internet access by modem to broadband.

The Digital Future Project is not restricted to investigating a particular method of accessing the Internet. As new types of access – such as wireless or other methods now unknown – become available, the project is tracking them. The project is open to exploring all aspects of change on the Internet and its emerging applications; for example, in the past five years we have expanded our findings about online communities and social networking. And this year, we have begun to compare the views and behavior of Millennials (ages 18-34) to non-Millennials (see page 168). We will continue to monitor online technology as it transforms in yet-unexpected ways.

Why an Ongoing Study of the Internet?

The Digital Future Project differs from most other studies of the Internet in five principal areas:

- **The Digital Future Project looks at the social impact of the Internet** – Most Internet studies gather data about who is online, how long they are online, and what they do online. The Digital Future Project also compiles this information, but then examines the implications of the use of online technology, and links this use to a broad range of values, behavior, attitudes, and perceptions.
- **The project focuses on Internet non-users as well as users** – The Digital Future Project follows how the behavior and views of Internet users differ from those of non-users. Especially important is noting changes in the behavior and views of individuals who are initially non-users and later become users.
- **The project looks at the same group of people year after year** – The Digital Future Project comprehensively examines the effects of the Internet over the course of years on the same group of people. The research team maintains a core sample of respondents, and tracks short-term and long-term changes in their behavior, lifestyle, attitudes, and Internet use.
- **A worldwide effort** – The USC Annenberg School Center for the Digital Future created and organizes the World Internet Project, which includes the Digital Future Project and similar studies in countries worldwide (for contacts of the worldwide partners, see page 175). Through this team of international partners, the World Internet Project studies and compares changes associated with the Internet in different countries and regions, creating an international picture of change in online technology, use, and impact.
- **A principal goal of the Digital Future Project is to engage government and private industry decision-makers who can create policy based on our findings** – For this project to be truly effective, we involve public and private organizations that are committed to using our results. We have been allied with an unprecedented array of corporations – several of which are direct competitors – and foundations, all of whom are engaged with us in an ongoing dialogue about the issues we explore in our studies.

The Digital Future Project: Key Areas

The 2013 Digital Future Report includes findings that explore the views and behavior of users, and compare Internet users to non-users.

The survey is organized into five general subject areas:

- **Internet Users And Non-Users: Who Is Online? Who Is Not? What Are Users Doing Online?**
- **Media Use And Trust**
- **Consumer Behavior**
- **Communication Patterns**
- **Social Effects**

The 2013 Digital Future Report includes a broad sampling of more than 100 major issues from this year's survey.

We hope you will be enlightened by our eleventh study of the views and behavior of Americans, as we continue to develop our understanding of how the Internet is transforming our world.

Jeffrey I. Cole, Ph.D.

Director, USC Annenberg School Center for the Digital Future
Founder and Organizer, World Internet Project

The 2013 Digital Future Report

Surveying The Digital Future

Year Eleven

Each Digital Future Project explores more than 100 major issues in broad categories involving the impact of online technology in the United States.

This report explores only a sampling of the findings from the survey. For more detailed data, contact the Center for the Digital Future at info@digitalcenter.org.

For trends and issues in this year's findings, see page 171.

Internet users and non-users

Who is online? Who is not?

What are users doing online?

During a decade of evolving Internet use, how have online behavior and views about going online changed among Internet users and non-users in the United States?

* * * * *

Internet access and use

Project Year **2000** **2001** **2002** **2003** **2005** **2006** **2007** **2008** **2009** **2010** **2012**

Internet Access

Percentage of Americans
who are Internet users

67 72 71 76 79 78 79 80 82 82 86

Hours Online

Average numbers of hours
online per week

9.4 9.8 11.1 12.5 13.3 14.0 15.3 17.3 19.0 18.3 20.4

Average number of hours
online at home per week

3.3 5.9 6.8 6.9 7.8 8.9 10.0 10.1 10.6 12.3 14.1

The Internet at Work

Internet at work, active use,
Hours per week

n/a 4.6 5.5 4.9 5.6 7.8 7.4 8.3 9.0 9.2 9.2

Broadband

Percentage of Households
with Broadband Connection

10 13 22 36 48 51 76 79 82 84 83

America on the Internet

Americans who are Internet users	86%
Internet users (men)	87%
Internet users (women)	84%
Average hours per week online	20.4
Average hours per week online at home	14.1
Internet access by wireless handheld devices	56%
Internet connection by broadband (2000)	10%
Internet connection by broadband (2013)	83%

I. Internet use in the United States

Internet use reached an all-time high in the current Digital Future study, with 86 percent of Americans reporting that they go online.

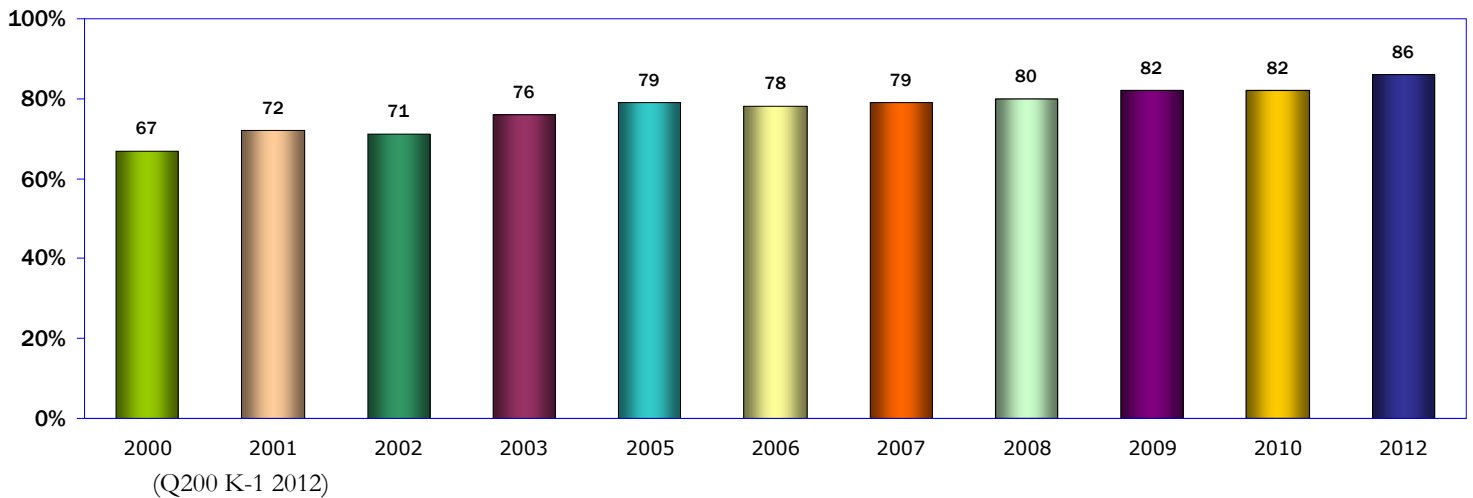
In both 2009 and 2010, the Digital Future study reported a previous high of 82 percent of Americans who were Internet users. With only three exceptions in years when the percentage dropped marginally or remained flat, Internet use has increased steadily since the Digital Future Project began in 2000, when slightly more than two-thirds of Americans (67 percent) went online.

For more about Internet use in the United States, see the Trends section on page 171.

(Note: In 1994, when public websites became generally available to the American public and before this study began, federal agencies reported that approximately 15 percent of people in the United States were Internet users.)

For questions and issues regarding the 14 percent of Americans who are non-users (those who never used the Internet or those who are “Internet Dropouts”), see page 40.

**Overall Internet use
(All respondents)**

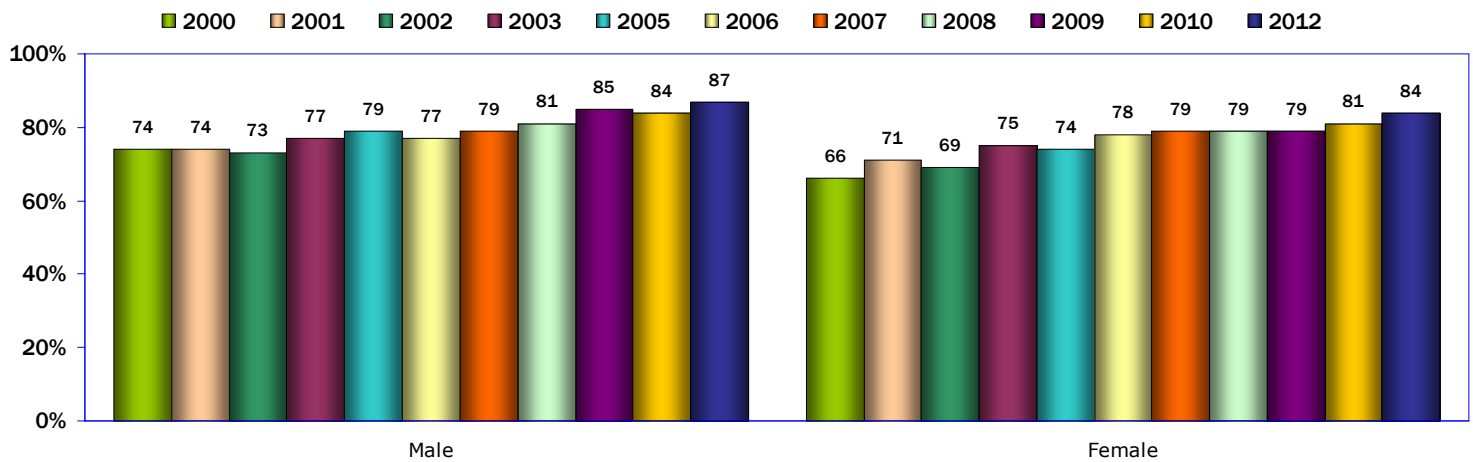


2. Internet users: men and women

In the Digital Future studies, the gap between males and females in Internet use ranges between two and five percentage points, with generally more males than females going online.

In the current study, the percentage of both male and female users increased over 2010, with a slightly higher percentage of men (87 percent) than women (84 percent) going online.

**Internet use by gender
(All respondents)**



(Q200 K-2 2012)

3. Internet use and age

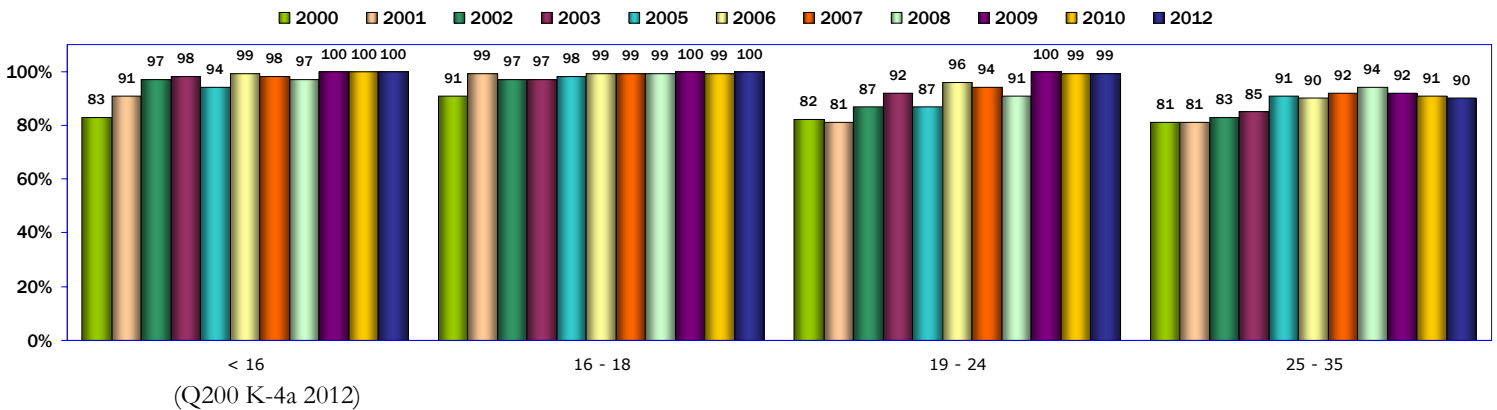
As in all of the previous Digital Future studies, nearly all respondents age 24 or under use the Internet (now 99-100 percent).

Among respondents age 18 or under, Internet use has been more than 90 percent since 2001. For respondents age 19-24, Internet use has been over 90 percent since 2003, with the exception of the slight dip to 87 percent reported in 2005.

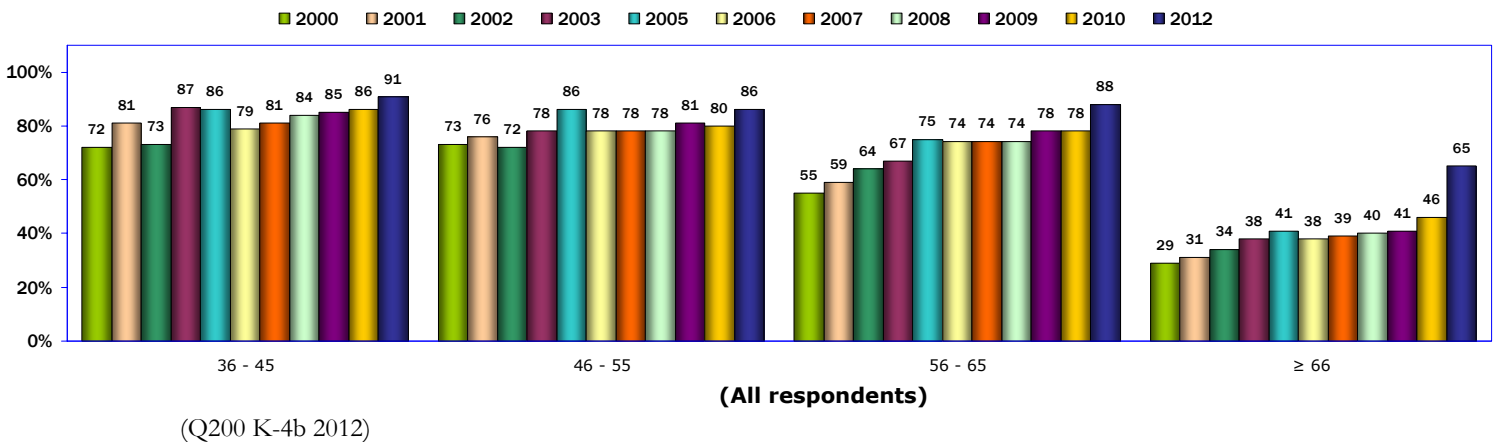
In other age ranges in the current study, Internet use is very high, but marginally lower compared to respondents under 25: ages 25 to 35 (90 percent), ages 36 to 45 (91 percent), ages 46 to 55 (86 percent), and ages 56 to 65 (88 percent).

Of particular note in the current Digital Future study is the large increase in the percentage of older Americans who go online. In the two years since the previous study, the percentage of users who are age 66 or older, while still low compared to other age groups, has increased considerably from 46 percent to nearly two-thirds of respondents in that age group (65 percent) – a new high thus far.

**Internet use by age
(All respondents)**

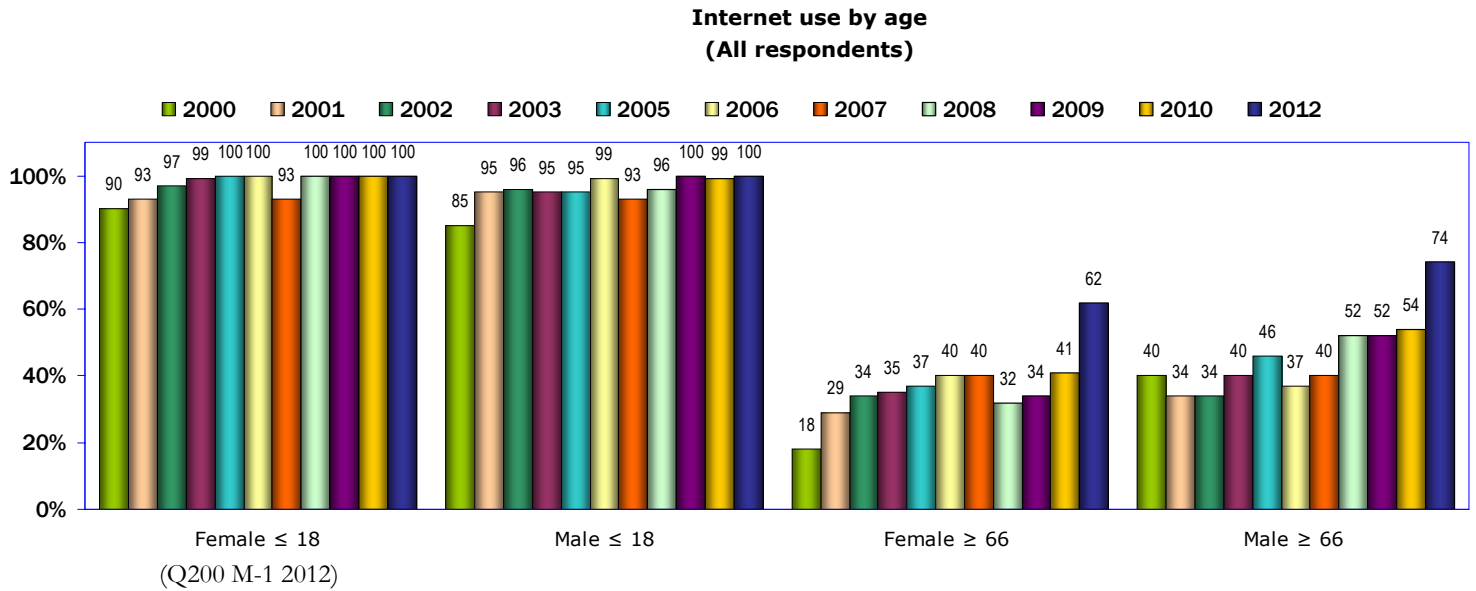


Internet use by age



4. Internet use and age (comparison of youngest and oldest users)

Comparing the youngest users with the oldest users by gender shows that the lowest percentage of users continues to be women 66 and older. However, in the current study, the largest percentage increase in Internet use when measured by age was found within the same group – a substantial increase to 66 percent from the 41 percent reported in 2010.



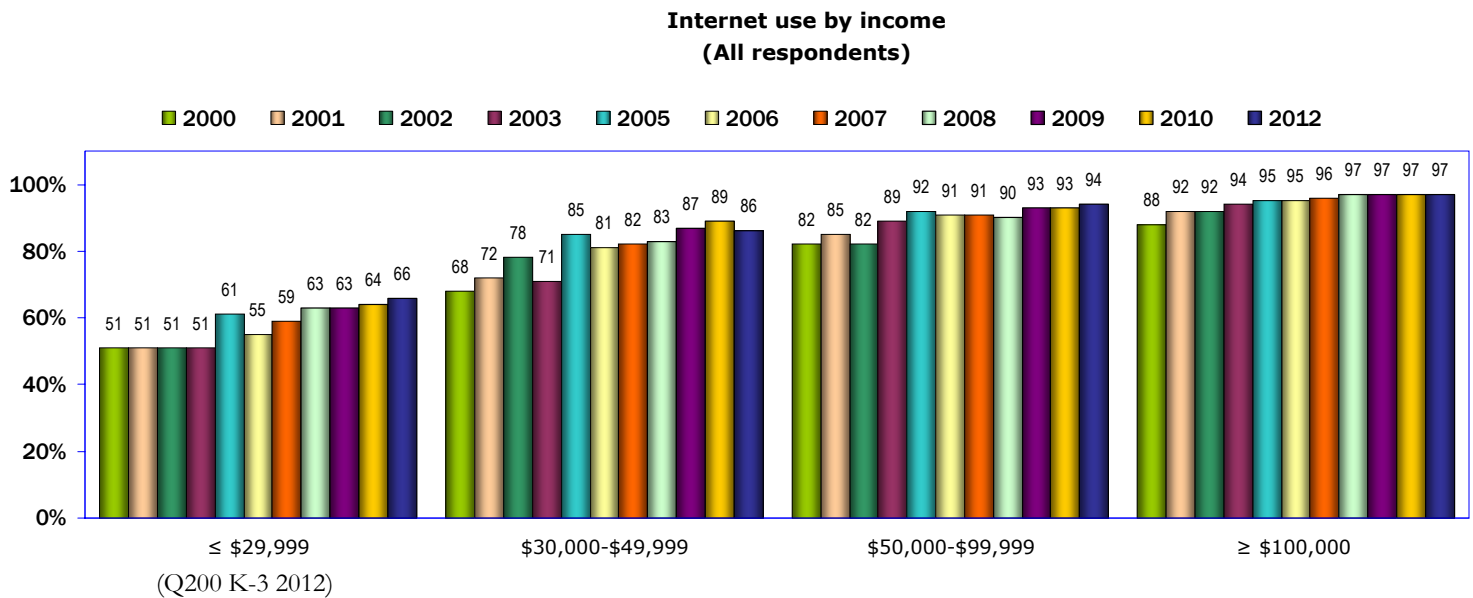
5. Internet use and income

The cost of a computer or the expense of going online is reported by only a relatively small group of non-users as their reason for not being online – only seven percent in the current study as well as the previous one (see page 42). Yet every study of the Digital Future Project finds a consistent relationship between Internet use and income.

Ninety-seven percent of respondents in households with income of \$100,000 a year or more said they use the Internet, the same response now reported four years in a row.

The study also found a new high level of Internet use in the households with the lowest income. Sixty-six percent of respondents in households with income of less than \$30,000 a year are Internet users, a new high for the Digital Future studies.

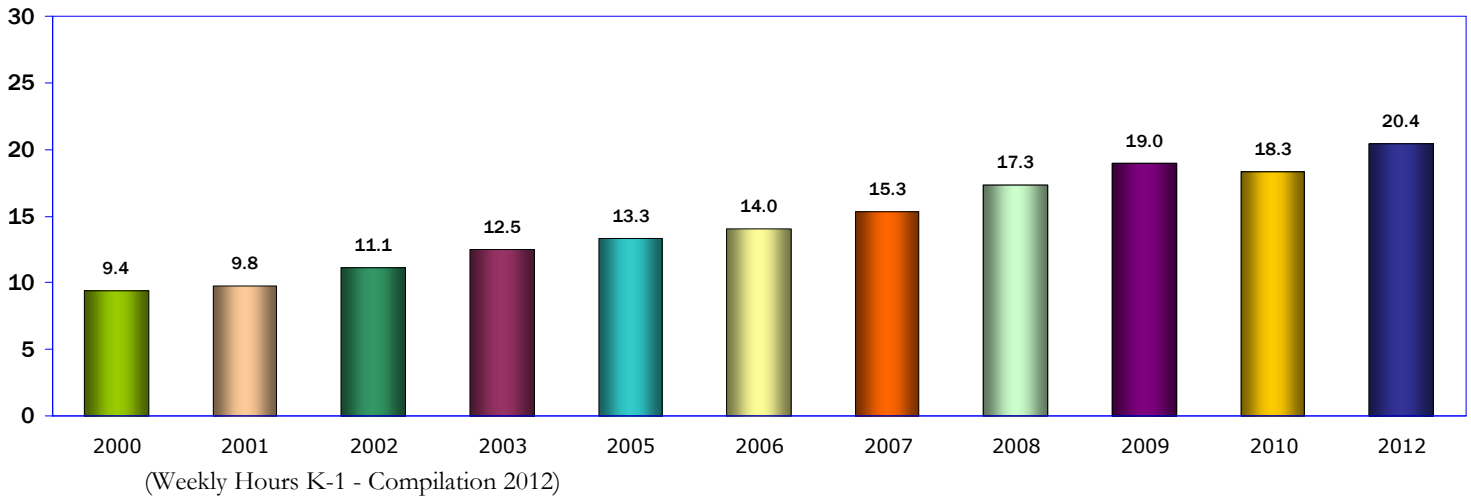
Among respondents in households with incomes of \$30,000 to \$49,999, 86 percent are Internet users – a slight decrease over both 2010 and 2009.



6. Hours per week online

After dropping slightly in the 2010 study, the amount of time that Internet users spent online grew to 20.4 hours per week – more than double the hours reported in 2000 and 2001.

**Weekly hours online
(Internet users)**

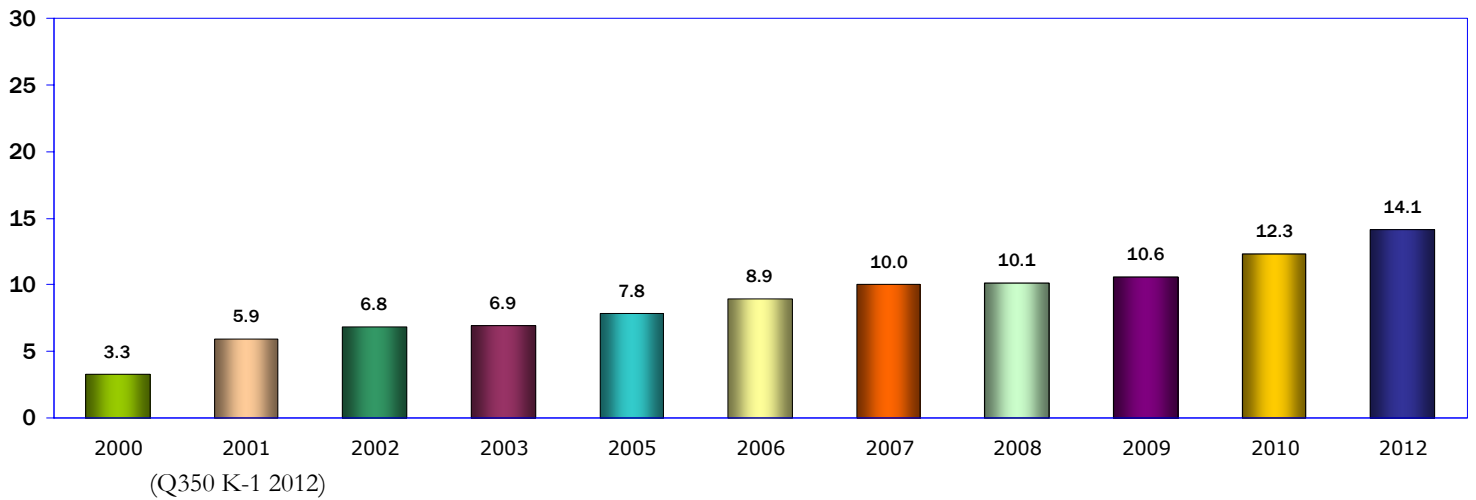


c

7. Using the Internet at home: hours per week

Each Digital Future study has found increases in the number of hours per week spent online at home. In the current study, home use of the Internet has now passed 14 hours per week on average.

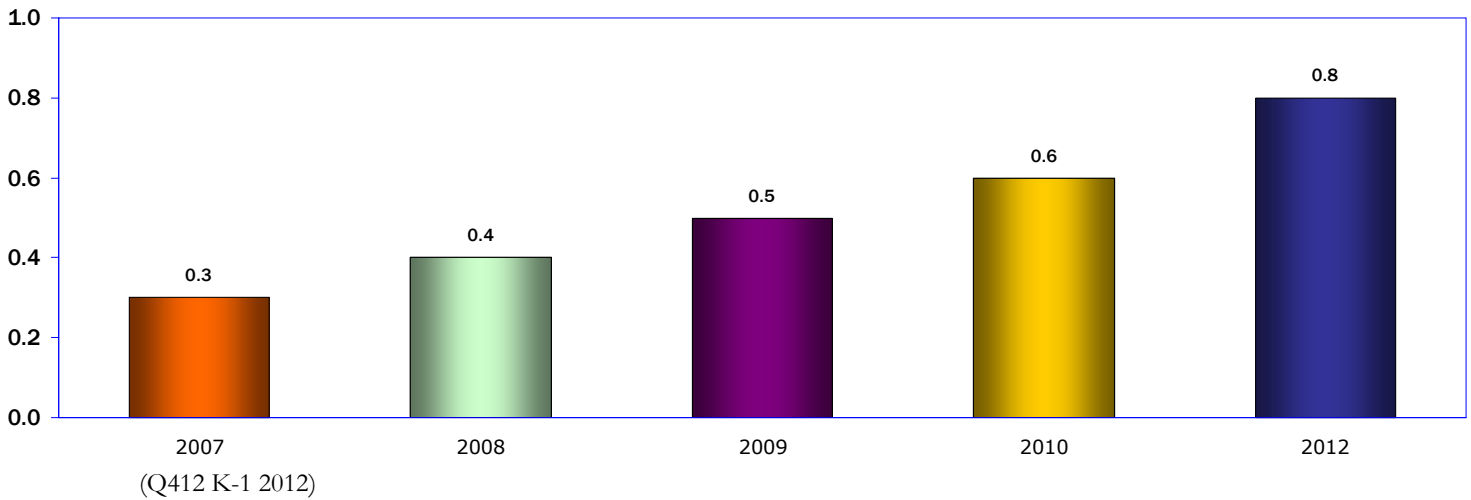
**Internet use at home: hours per week
(Internet users)**



8. Using the Internet away from home, work, or school

Internet users report a growing amount of time going online away from work, home, or school – an increase to .8 hours per week, and more than double the amount of five years ago.

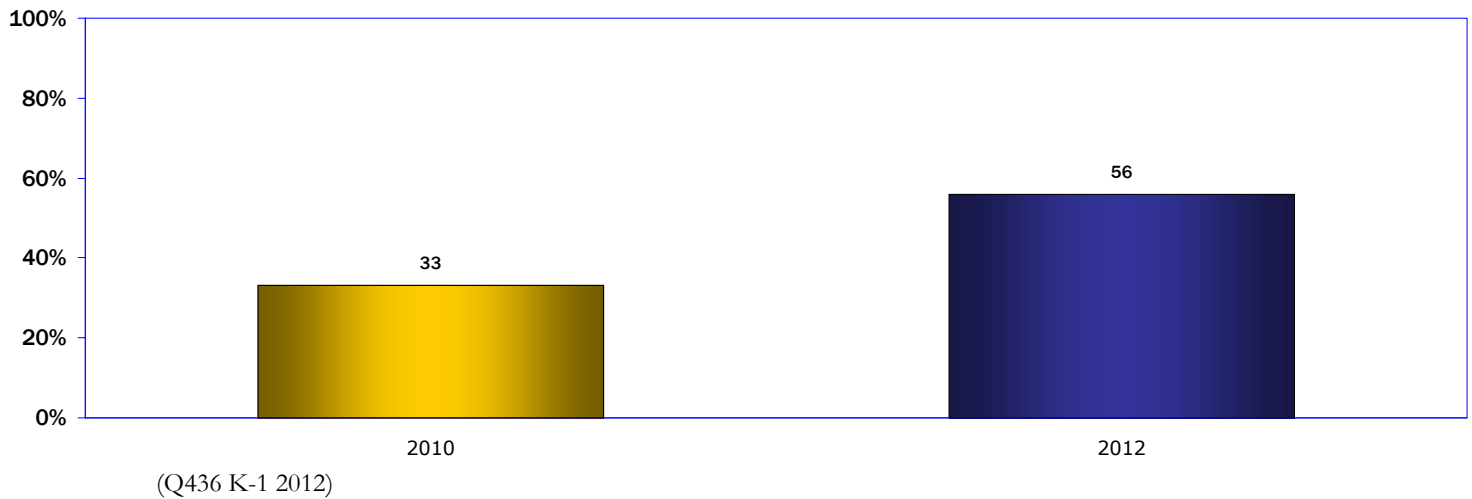
**How many hours per week do you use the Internet from anywhere else, such as Internet cafes, other people's homes, libraries, etc.?
(Internet users)**



9. Internet access by wireless handheld devices

Internet access through a wireless handheld device (such as a mobile phone or tablet) is growing significantly, with 56 percent of users reporting that they go online with a handheld device, compared to 33 percent in 2010.

**Do you use the Internet through wireless handheld devices?
(Internet users)**

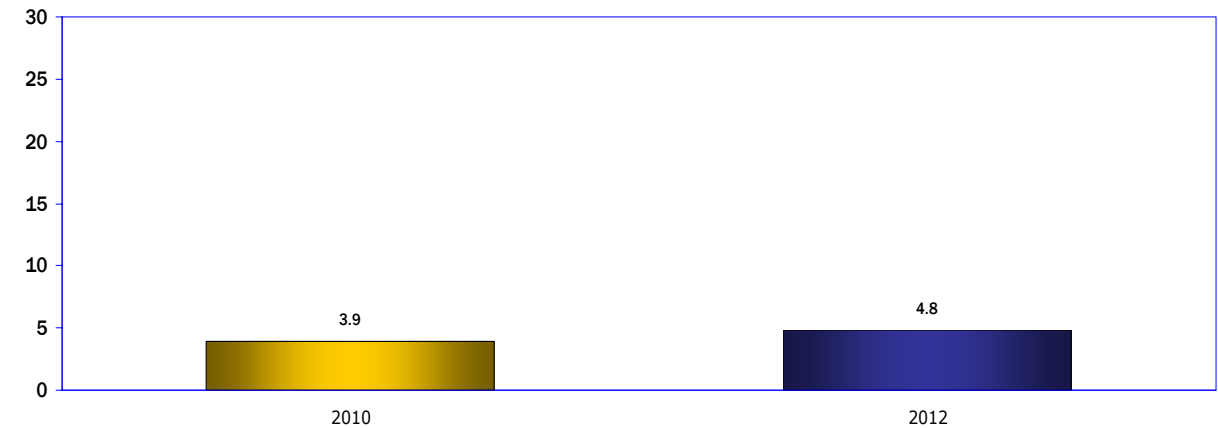


10. Internet access by wireless handheld devices: hours per week

Although the percentage of Internet users who go online with a wireless handheld device has increased significantly in the current Digital Future study (see the previous page), the amount of time that users are online through these devices has increased more gradually.

Internet users in the current study report going online through handheld wireless devices an average of 4.8 hours per week, up from 3.9 hours per week in 2010.

**How many hours per week do you use the Internet through wireless handheld device(s)?
(Internet users who access the Internet through handheld devices)**

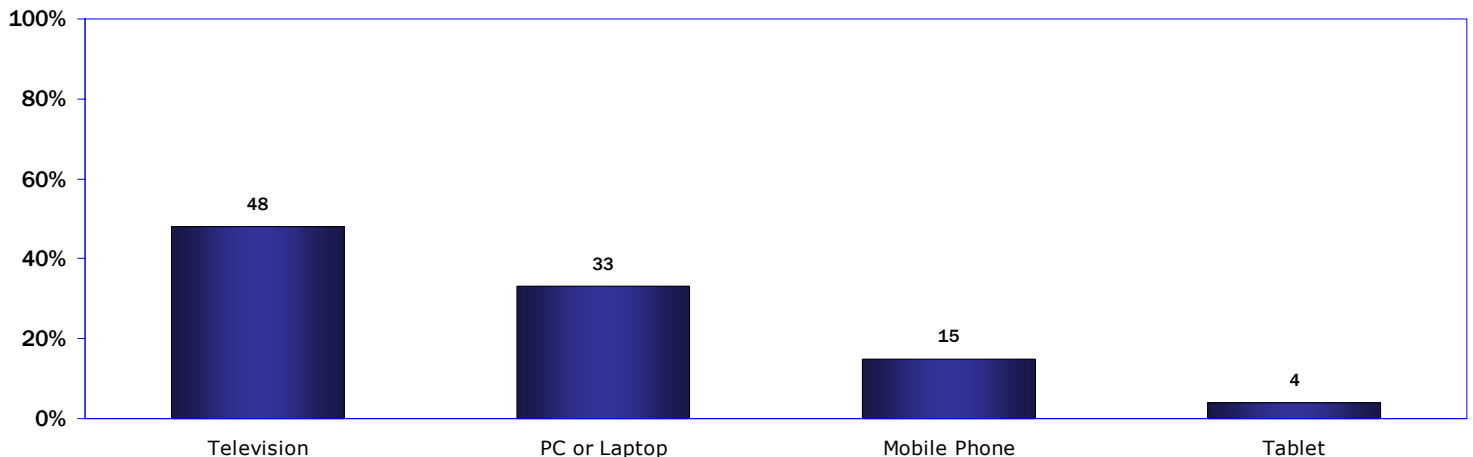


(Q438 K-1 2012)

11. Internet users and screen time

Where do American spend their screen time? A new question for the Digital Future Project found that no single device acquires a majority of time. While respondents said they devote 48 percent of total screen time to television, they also report 33 percent of screen time spent on a computer (either desktop PC or laptop), 15 percent on a mobile phone, and four percent on a tablet.

**What percentage of your total screen time (television, PC, tablet, and mobile) is spent on each of the following?
(All Respondents)**



(Q701a K-1 2012)

12. Activities on the Internet: communication services

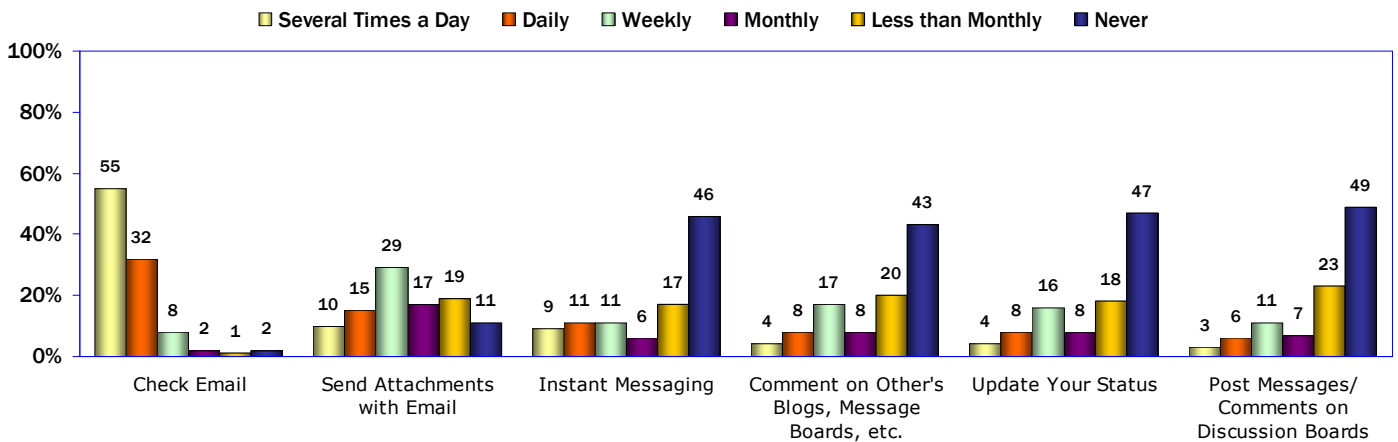
Significant percentages of users frequently go online for a variety of communications services, including e-mail, sending attachments, and instant messaging. However, large percentages of users do not participate at all in several of these major Internet applications.

The current Digital Future study found that 87 percent of Internet users said they check their email at least daily (defined as once a day or several times a day). Twenty-five percent said they send attachments with their email daily or more, and 20 percent send instant messages at least daily.

But the current study also found that large percentages of Internet users never post messages or comments on discussion boards (49 percent), use instant messaging (46 percent), update their online status (47 percent), or comment on blogs (43 percent).

For findings on texting, see page 80, 81, 107, and 108.

**Internet activities: communication services
(Internet users)**

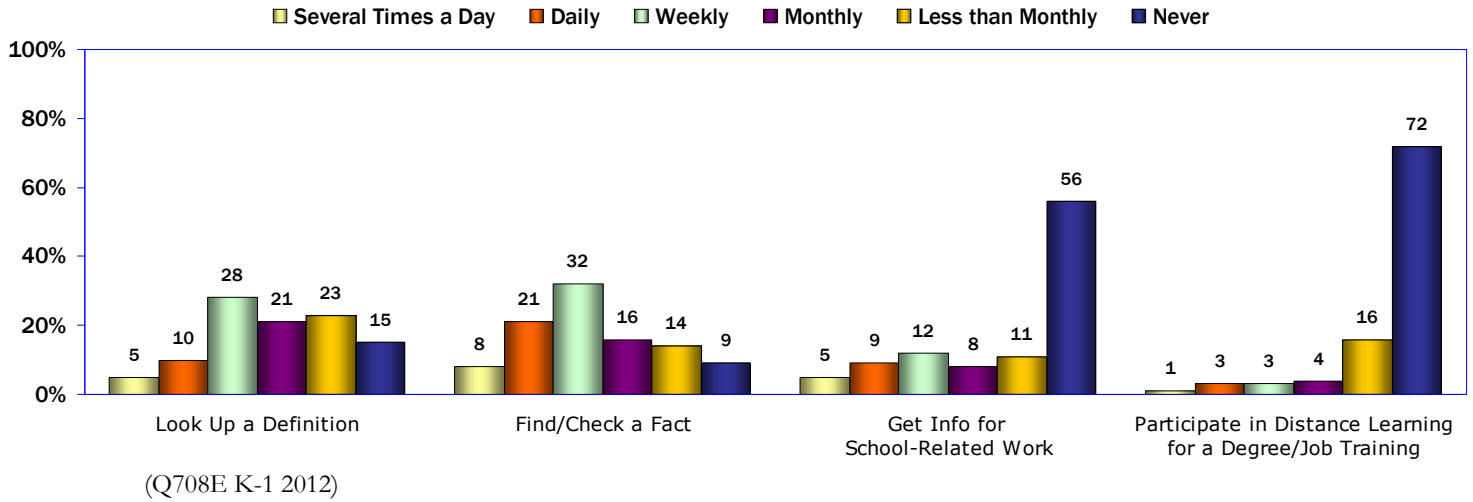


(Q708a M-1 2012)

13. Activities on the Internet: fact-finding, information sources, and education

Large percentages of Internet users go online at least weekly for basic information: 61 percent go online for fact-finding, and 43 percent for looking up the definition of a word.

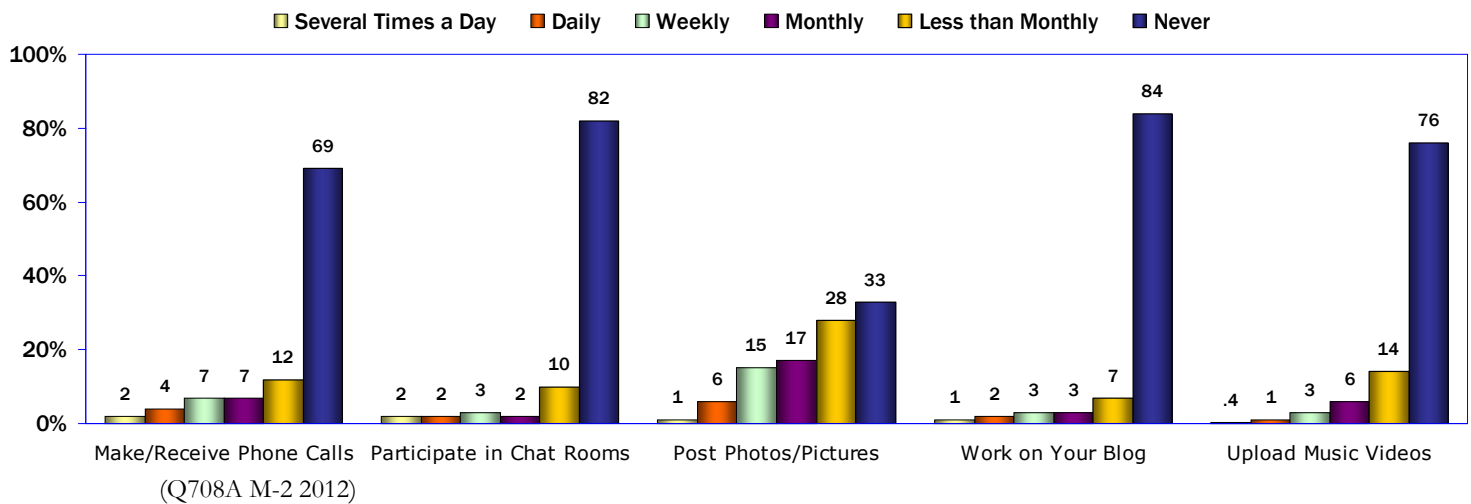
**Internet activities: fact-finding, information sources, distance learning
(Internet users)**



14. Activities on the Internet: posting information and uploads

Very large percentages of users said they never work on a blog (84 percent), participate in chat rooms (82 percent), upload music videos (76 percent), or make or receive phone calls (69 percent). However, quite a few people said they post photos at least monthly (39 percent).

**How often do you use the Internet for the following purposes?
(Internet users)**



15. Activities on the Internet: information gathering

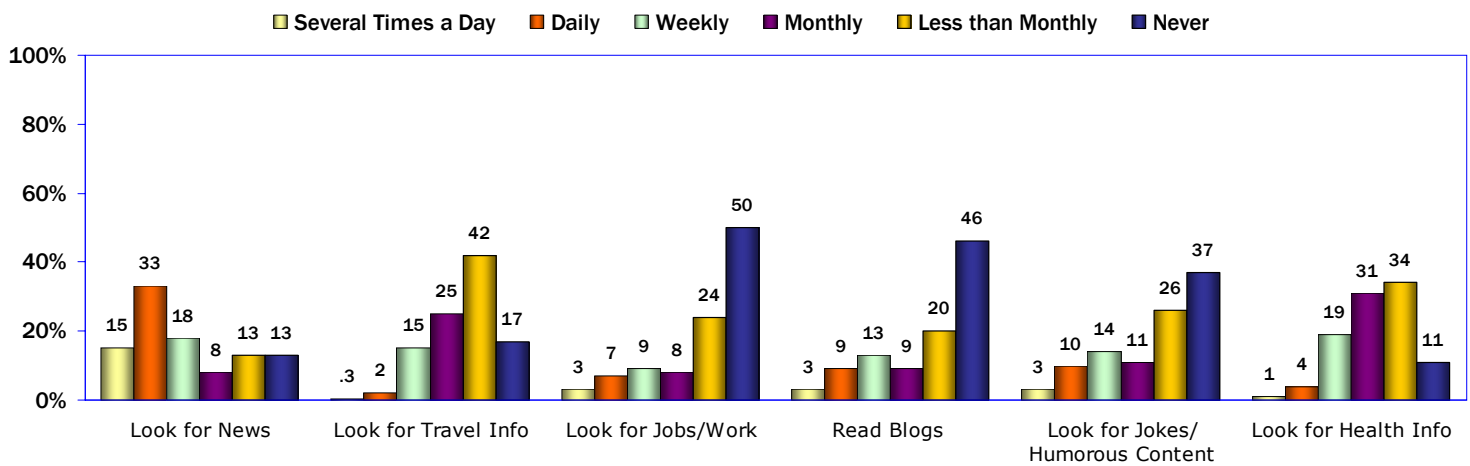
Large percentages of Internet users go online regularly for news, as well as health and travel information, but smaller percentages seek job information, read blogs, or look for humorous content.

Forty-eight percent of users go online to look for news daily or more, and 66 percent of users go online for news at least weekly. Modest numbers of users go online at least weekly to look for jokes or humorous content (27 percent), to read blogs (25 percent), or to look for health information (24 percent).

Looking for travel information is done at least monthly by slightly more than 42 percent of users. Looking for work online is never done by half of users.

For findings on the importance of the Internet as an information source, see page 50.

**Internet activities: information gathering
(Internet users)**



(Q708B K-1 2012)

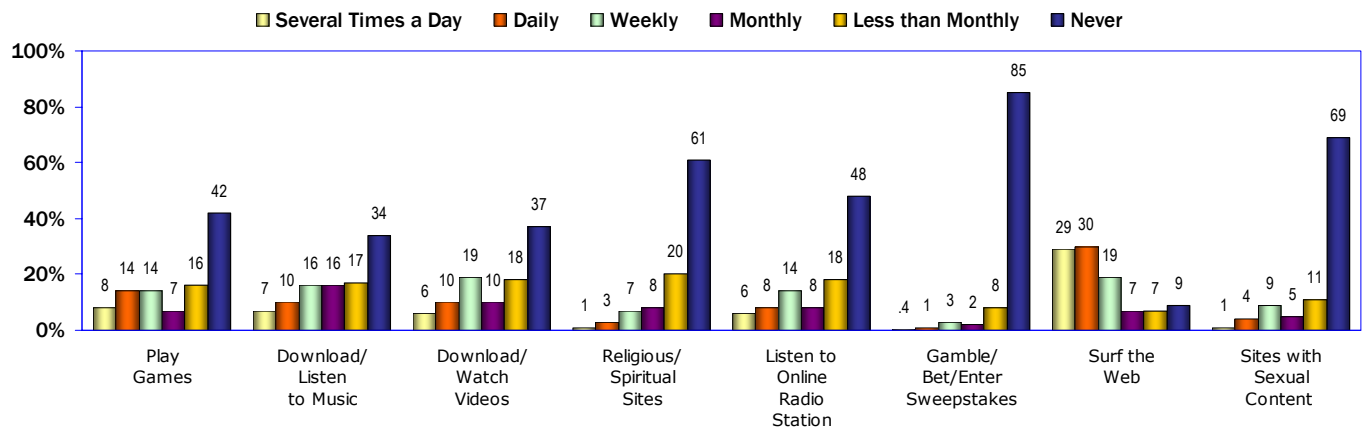
16. Activities on the Internet: general use

Seventy-eight percent of users report going online at least weekly (defined as several times a day, daily, or weekly) to generally browse the Web (78 percent), and 58 percent do so to use online banking services.

The next highest percentages were reported for those who visit social networking and video-sharing sites (51 percent), get product information (49 percent), play games (36 percent), download or watch videos (35 percent), download or listen to music (33 percent), pay bills (29 percent), listen to online radio stations (28 percent), and buy online (22 percent).

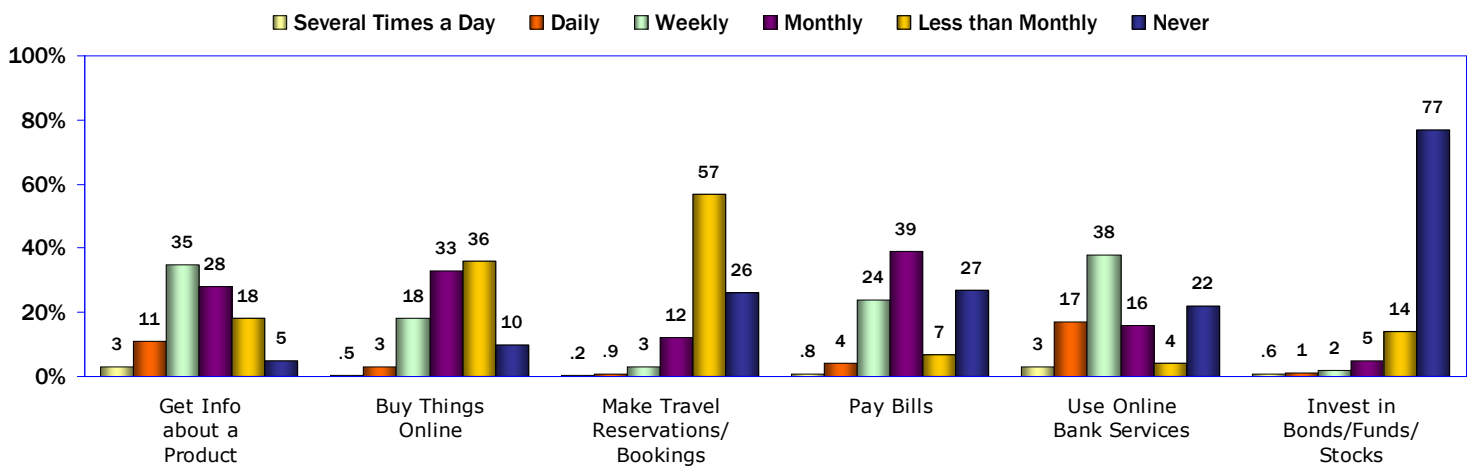
Conversely, much smaller percentages of Internet users reported going online at least weekly to visit sites with sexual content (14 percent), visit religious or spiritual sites (11 percent), gamble (4.4 percent), make travel reservations (4.1 percent), or invest (3.6 percent).

**General Internet activities
(Internet users)**



(Q708C K-1 2012) (Questions about sexual content asked only of users 18 and older)

**General Internet activities
(Internet users)**



(Q708D K-1 2012)

17. Activities on the Internet: five-year trends

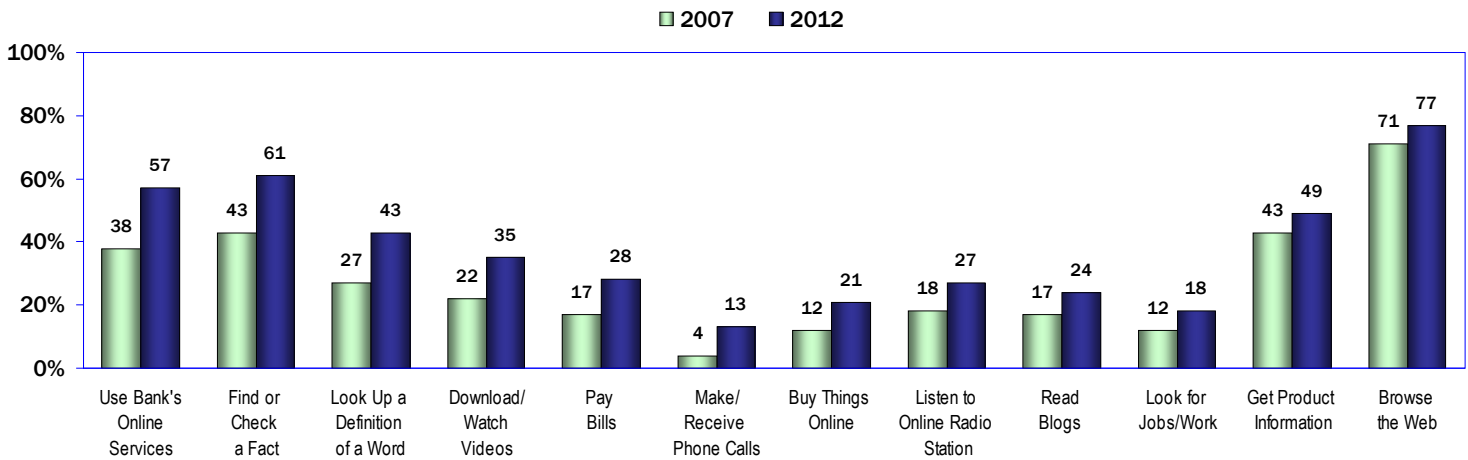
A comparison of several online tasks in 2007 and the current study shows substantial growth in use at least weekly of some of the most fundamental Internet activities, such as fact finding, looking up word definitions, and paying bills.

Even the Internet activity that may be the most basic of all – generally browsing the Web -- as experienced growth in the past five years, increasing to 77 percent of users in the current study, up from 71 percent in 2007.

Larger percentages of Internet users were found for all of the general Internet activities in 2012 compared to 2007. The increases were as follows: use of banking services (up 19 percent), finding or checking a fact (18 percent), looking up a word definition (16 percent), downloading or watching videos (13 percent), paying bills (11 percent), making or receiving telephone calls (9 percent), buying online (9 percent), listening to online radio (9 percent), reading blogs (7 percent), looking for jobs (6 percent), finding product information (6 percent), and general Web browsing (6 percent).

For more about this issue, see the Trends section on page 171.

**General Internet activities
(Internet users – several times a day, daily, or weekly)**

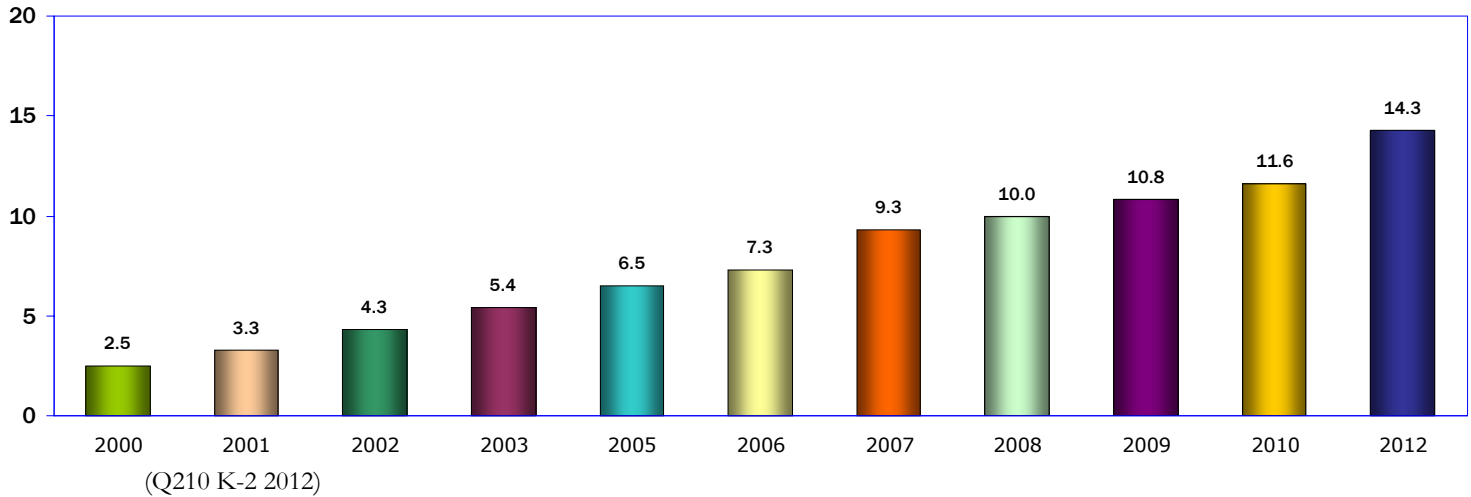


(Q708 M-2 2012)

18. Internet use: how many years?

Internet users in the current Digital Future study continue to report increases in average years of online experience – now averaging 14.3 years.

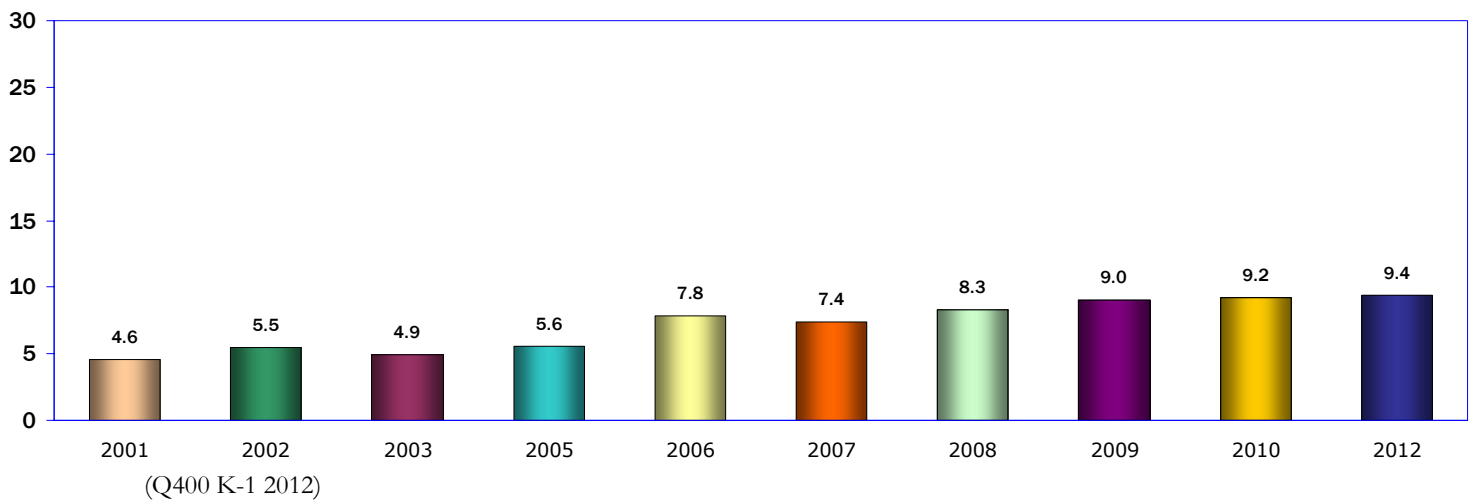
**Average years of Internet experience
(Internet users)**



19. The Internet at work: active use

Internet users continue to report increasing time actively using the Internet at work. For the fourth study in a row, the hours that users said they are actively using the Internet at work has increased – this year to 9.4 hours per week, up slightly from 2010 and a new high for the Digital Future Project.

**Internet use at work, average hours per week of active online use
(Internet users who access the Internet at work)**



20. The Internet at work: non-work activities

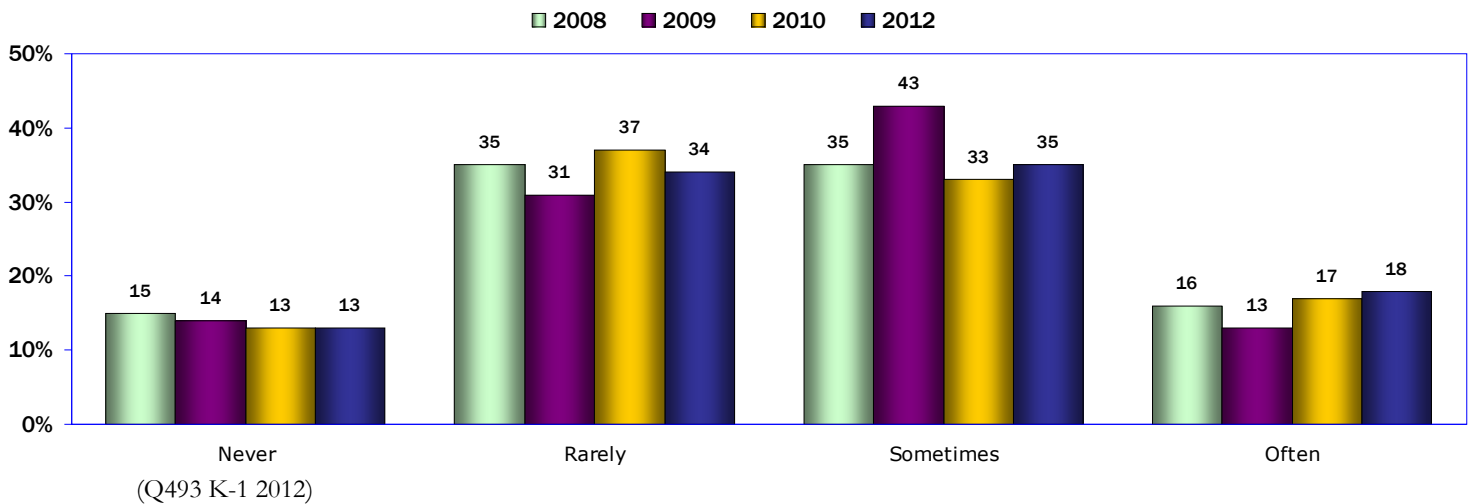
Compared to 2010, a slightly larger percentage of users who go online at work said they use the Internet for non-work related reasons, such as chatting, Web surfing, instant messaging, and reading and writing personal emails.

Fifty-three percent of users who go online at work said they sometimes or often go online for non-work related reasons, up from 50 percent in 2010, but less than the peak of 56 percent reported in 2009.

Thirteen percent of users said they never go online for non-work purposes, the same as reported in 2010.

For more about the issues involving the Internet and lifestyle, see the Trends section on page 171.

**Do you go online at work for non-work activities?
(Internet users age 16 and older who use the Internet at work)**



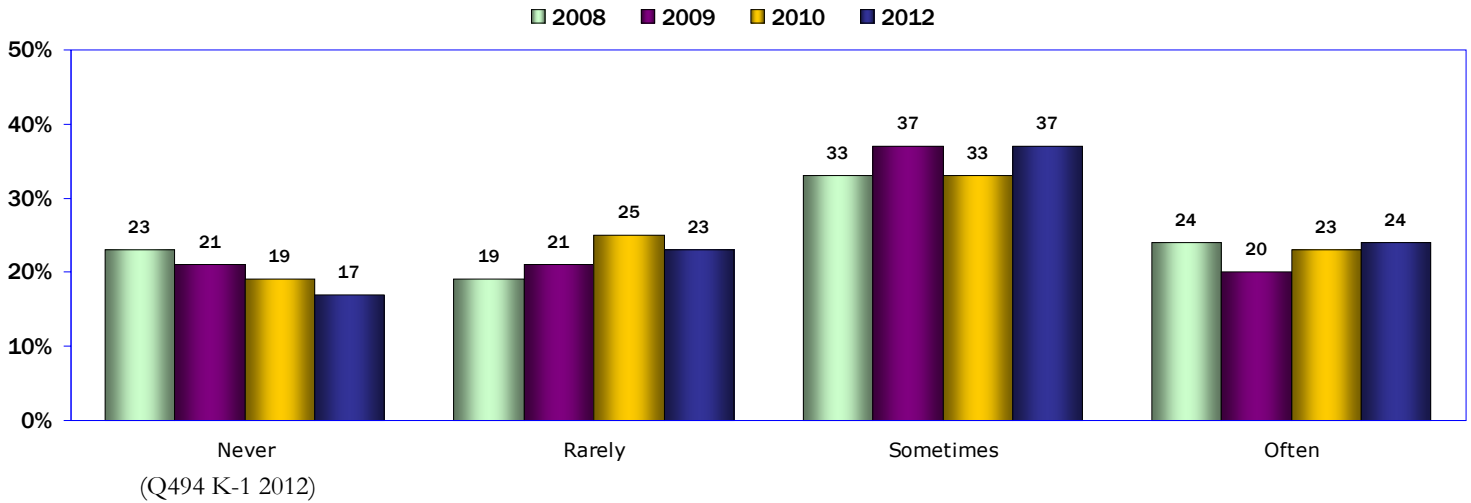
21. Using the Internet at home for work

A growing percentage of users who use the Internet at work said they go online at home for their jobs.

Sixty-one percent of these respondents in the current study who use the Internet at work said they sometimes or often go online at home for their jobs, an increase from 56 percent in 2010.

The percentage who said they never or rarely go online at home for their jobs decreased to 40 percent of those who use the Internet at work – down from 44 percent in 2010.

**How often do you use the Internet at home for your job?
(Internet users age 16 and older who use Internet at work)**

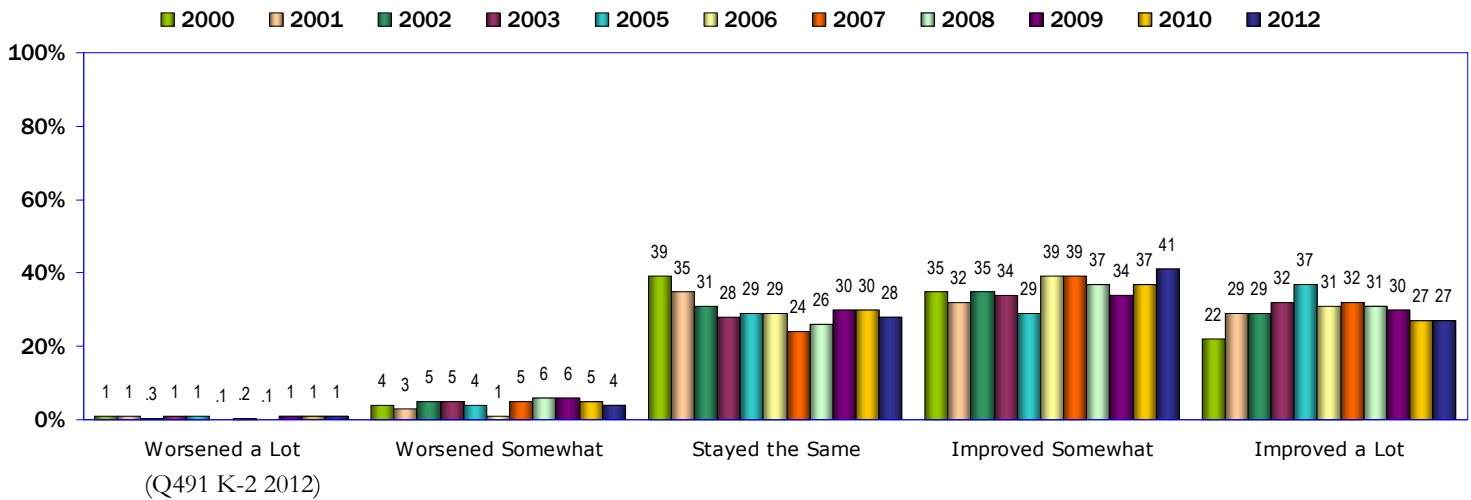


22. Productivity and the Internet at work

The percentage of users who said they are more productive at work because of the Internet continues to be high, and increased slightly over 2010. Sixty-eight percent of users who go online for their jobs said that Internet access at work improves their productivity somewhat or a lot – up from 64 percent in the previous study, but down from the peak of 71 percent in 2007.

The small percentage of users who said that Internet access at work has worsened their productivity somewhat or a lot declined marginally in the current study – now five percent.

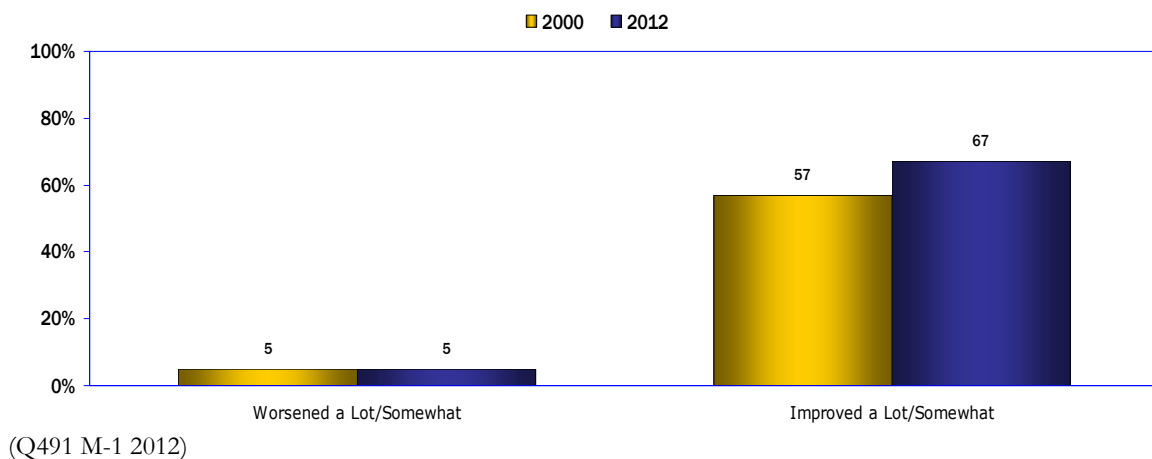
**Internet access at work: views about performance and productivity
(Internet users age 16 and older who use the Internet at work)**



23. Productivity and the Internet at work: 12-year comparison

Comparing the current findings to the first year of the Digital Future Project shows that the percentage of users who said the Internet improved their work performance increased by 10 percentage points, while the percentage of those who said the Internet worsened their productivity remained the same.

**Internet access at work: views about performance and productivity
(Internet users age 16 and older who use the Internet at work)**



(Q491 M-1 2012)

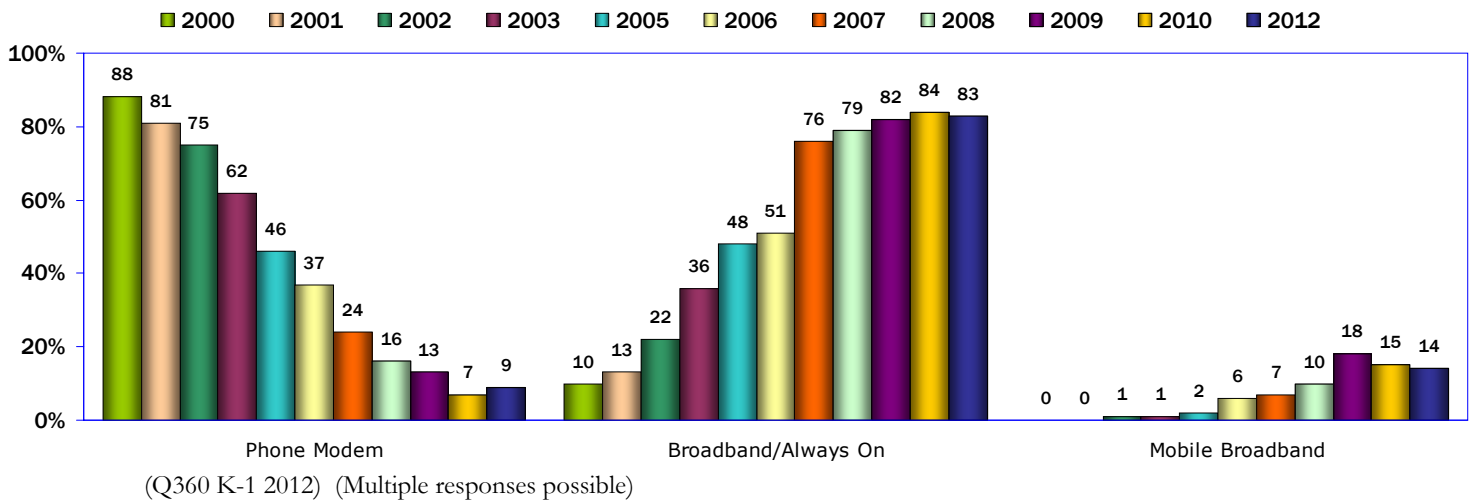
24. Internet connection at home: modem and broadband

The Internet is accessed through some form of broadband connection by the vast majority of users. With multiple responses possible, 83 percent of Internet users have wired broadband, and 14 percent have mobile broadband.

Only nine percent of users access the Internet with a phone modem.

(Note: for this study, broadband is defined as cable modem, DSL, ISDN or T1/T3.)

**Internet access by type of connection
(Internet users who access the Internet at home)**



25. Communication technology: how does it affect the world?

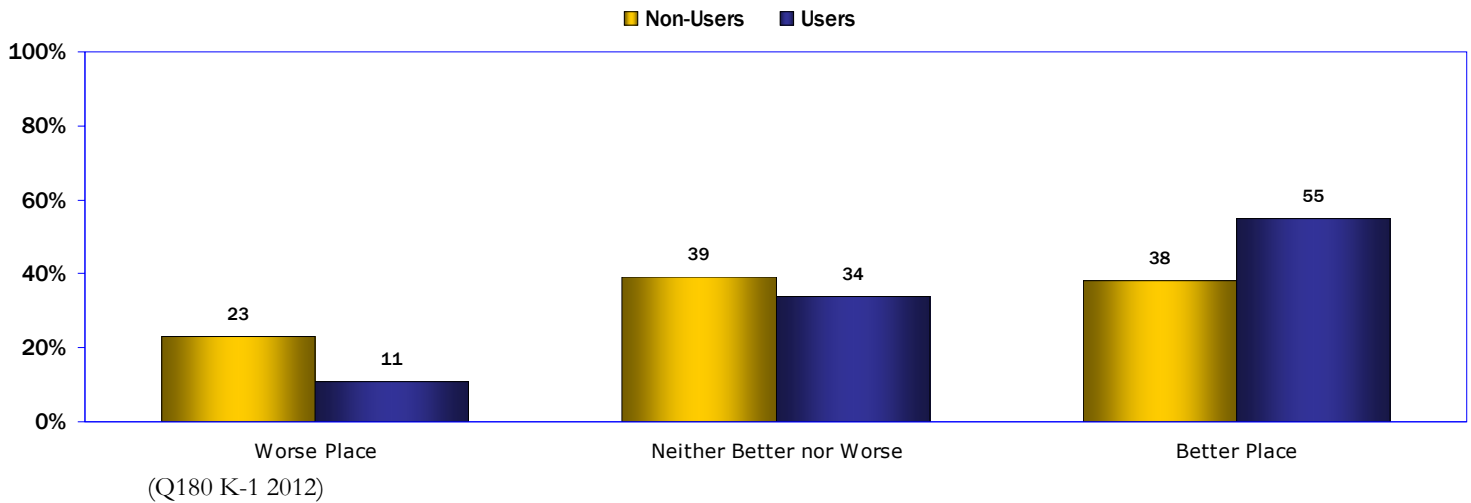
Internet users and non-users age 16 and older continue to express differing views about how communication technology (including the Internet, cell phones, tablets, and other electronics) affects the world. However, for both users and non-users, their views about the impact of communication technology are becoming generally more negative, and the percentages expressing positive views have reached the lowest levels in the Digital Future studies.

Fifty-five percent of Internet users at age 16 and older in the current study said that communication technology makes the world a better place, but only 38 percent of non-users express the same view.

More than twice the percentage of non-users (23 percent) compared to users (11 percent) said communication technology makes the world a worse place.

(For year-to-year figures, see 37 and 38.)

**Has communication technology made the world a better place, or a worse place?
(Respondents age 16 and older)**

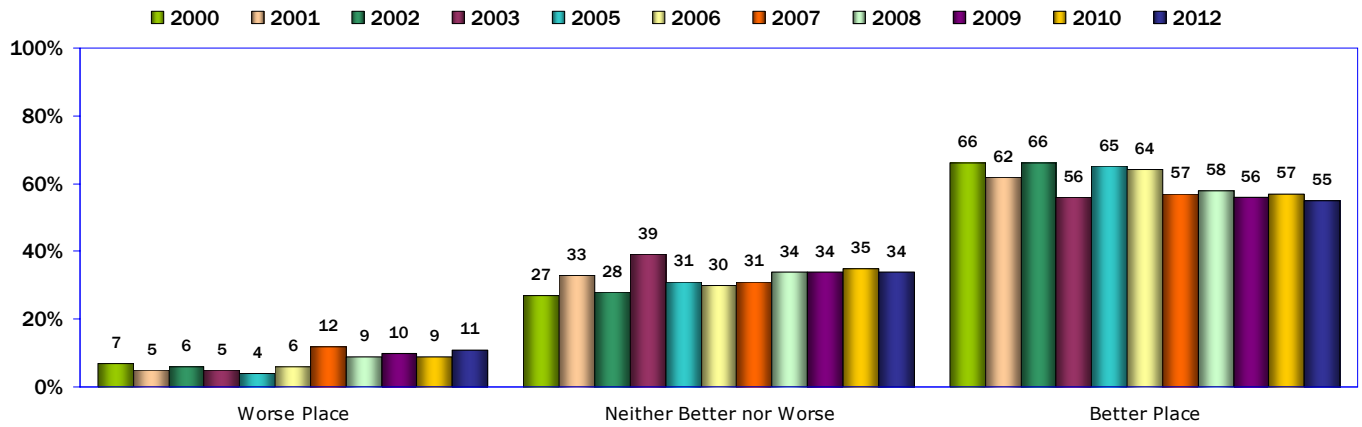


26. Communication technology: how does it affect the world? (users)

The percentage of users age 16 and older who said that communications technology makes the world a better place has been on a generally downward trend since 2005, and has now declined to 55 percent – the lowest level in the Digital Future studies.

The percentage of users who said that communications technology makes the world a worse place increased slightly to 11 percent, near the high point of 12 percent in 2007.

**Has communications technology made the world a better place or a worse place?
(Internet users age 16 and older)**



(Q180 K-3 2012)

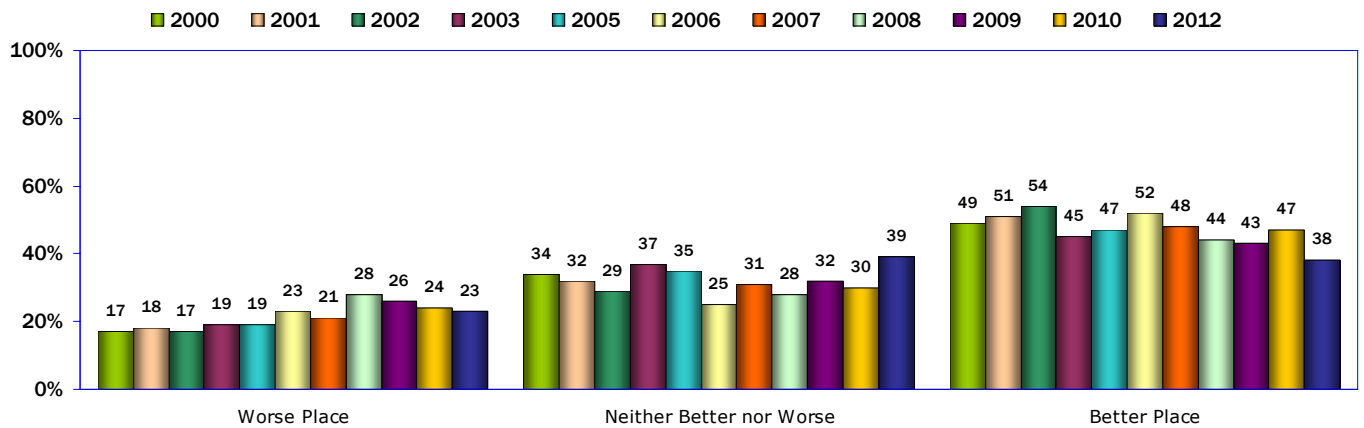
27. Communication technology: how does it affect the world? (non-users)

The percentage of non-users age 16 and older who said that communications technology makes the world a better place declined to 38 percent, down from 47 percent in 2010 and the lowest level thus far in the Digital Future studies.

However, the percentage of non-users who said communications technology made the world a worse place declined to 23 percent.

The percentage of non-users who said that communications technology makes the world neither better nor worse increased to 39 percent, an increase from 30 percent in 2010.

**Has communications technology made the world a better place, or a worse place?
(Internet non-Users age 16 and older)**

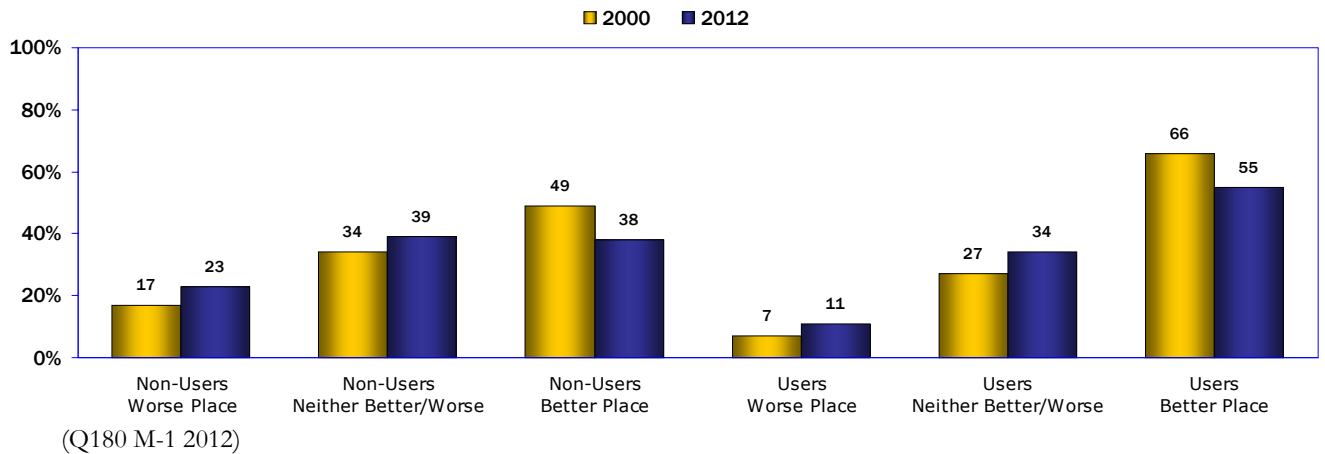


(Q180 K-2 2012)

28. Communication technology: how does it affect the world? (2000 vs. 2012)

Comparing responses to this question from the first Digital Future study to the most recent shows an increase among both users and non-users who think communication technology has made the world a worse place, and a decrease in users and non-users who think technology has made the world a better place.

**Has communications technology made the world a better place, or a worse place?
(Respondents age 16 and older)**



Internet Non-Users

Internet non-users	14%
Internet “dropouts” (percentage of non-users who previously went online)	32%
How many years on average did dropouts use the Internet before they stopped?	2.8
Will non-users go online in the next year? (not likely at all)	63%
Will Internet dropouts go back online? (answered no)	69%

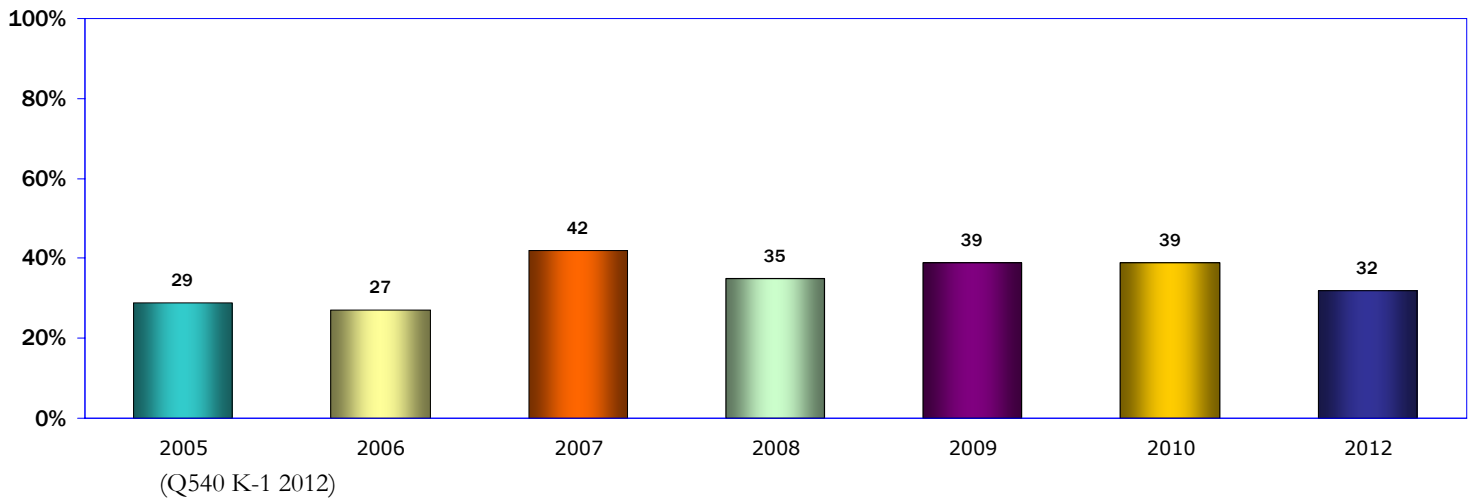
Internet Non-Users: How Do 14 Percent of Americans Feel About Not Going Online?

29. Internet non-users: were they ever online?

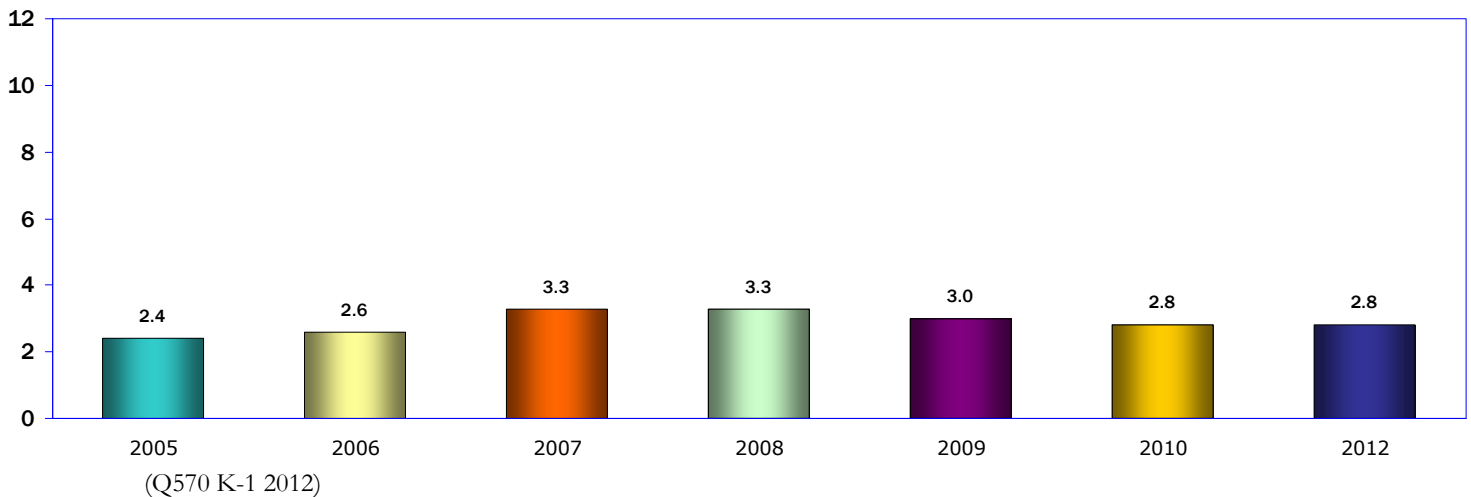
Had current non-users ever gone online? Of the 14 percent of Americans who are not currently using the Internet, 32 percent had previously gone online.

Non-users who previously went online had used the Internet for an average of 2.8 years before stopping (see bottom chart).

**Did you ever use the internet?
(Internet Non-Users - Yes)**



**How long did you use the Internet before stopping?
(Former Internet users: years of use)**



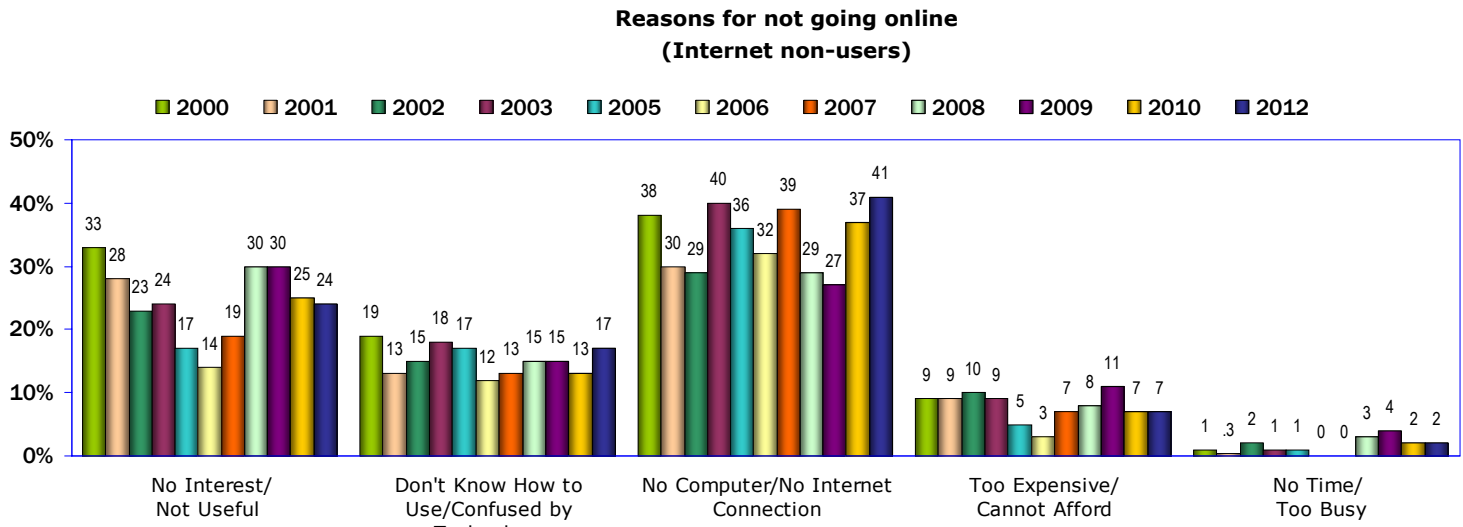
30. Internet non-users: reasons for not being online

Why don't non-users go online? In most of the Digital Future studies, including the current one, the most-cited reason is the lack of a computer or no Internet connection, cited by 41 percent of non-users, an increase from 37 percent in 2010 and the highest percentage reported thus far in the studies.

The second-most cited reason for not being online was the Internet was of no interest or not useful to non-users, reported by 24 percent of users, and down slightly from the 25 percent reported in 2010 and 30 percent in 2009.

The third most common reason – “don't know how to use the Internet” or “confused by technology” – increased to 17 percent of non-users, up from 13 percent in the previous study.

The percentage of non-users who believe the Internet was “too expensive” or said they cannot afford the fees remained stable at seven percent.

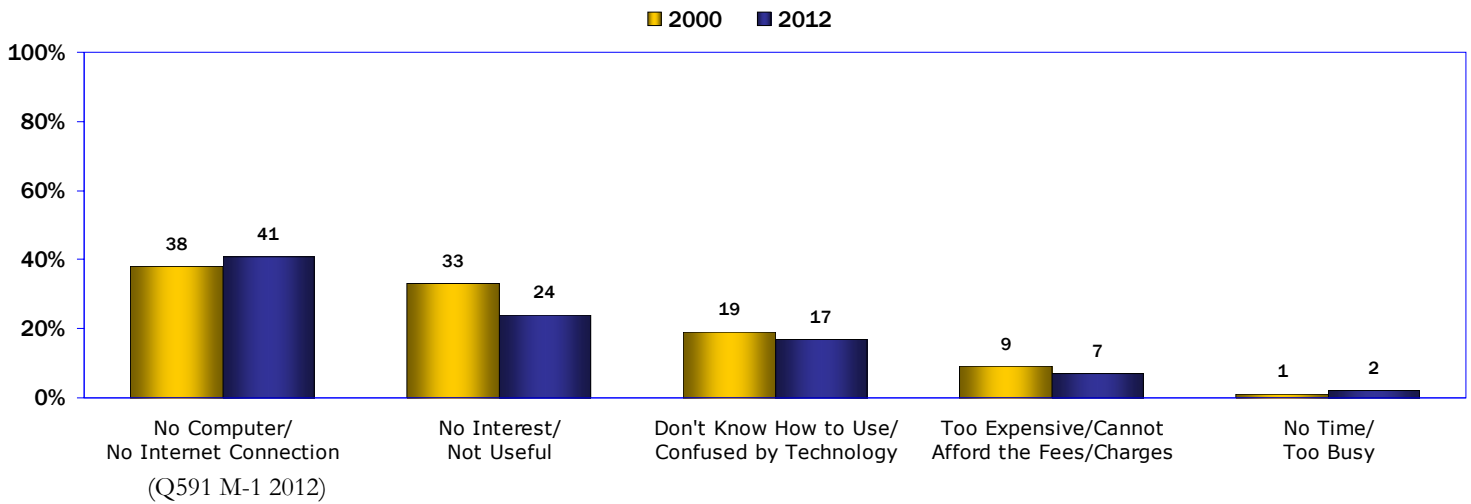


(Q591 K-2 2012) (“No Internet connection” was added to the “no computer” category in 2006)

31. Reasons for not being online: 2000 vs. 2012

Even though the percentages of non-users who report specific reasons for not going online have varied over 12 years, a comparison of the 2000 numbers to the current study shows remarkably similar responses. With the exception of the nine percentage point drop of those who said the Internet was of no interest or not useful, all of the other major reasons have changed only 1-3 percentage points since 2000.

**Reasons for not going online
(Internet non-users)**



32. “Internet Dropouts”: why do users stop going online?

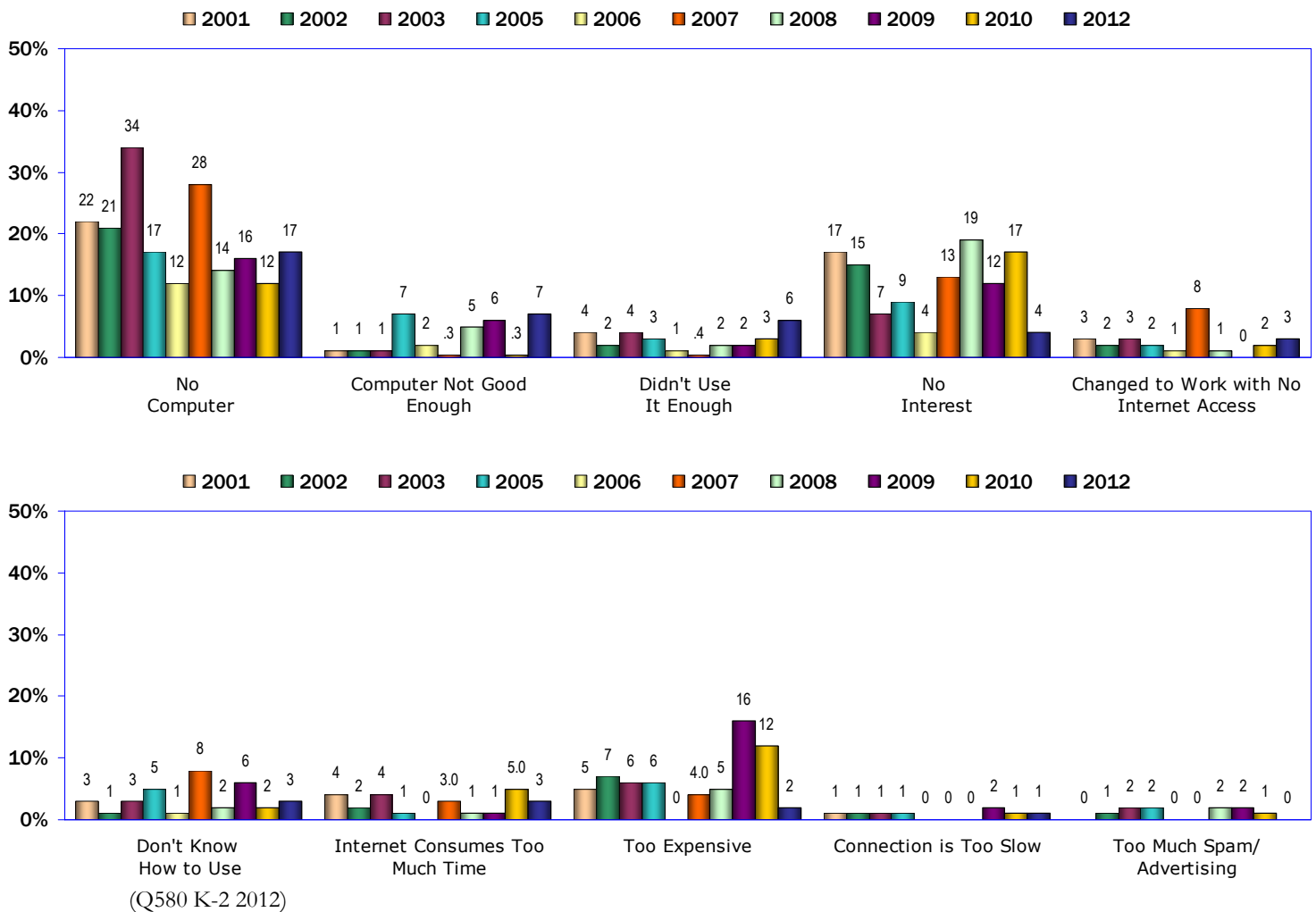
The non-users who previously went online – “Internet dropouts” – continue to report several reasons why they no longer go online.

The largest percentages of Internet dropouts reported “no computer” as the reason they are no longer online – 17 percent, an increase from 12 percent reported in 2010.

In the previous study, expense was one of the three reasons reported by the most Internet dropouts, which along with “no computer” was reported by 12 percent. In the current study, the expense of owning a computer was reported by a very small percentage – only two percent of former Internet users.

“No interest,” which in 2010 was reported by the highest percentage of Internet dropouts (17 percent), in the current study was cited as a reason for not being online by only four percent.

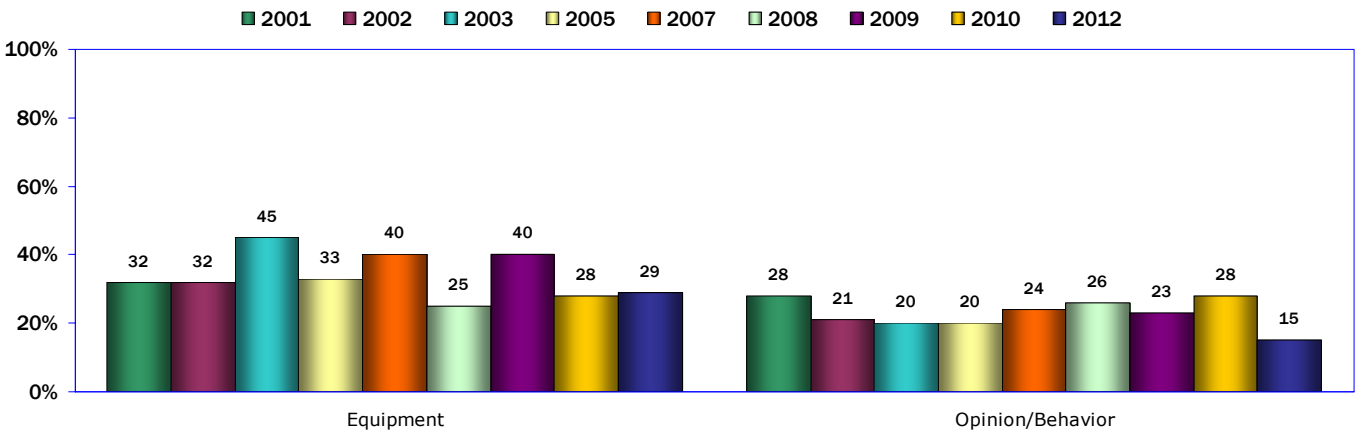
Internet Dropouts: reasons why former Internet users no longer go online (Former Internet users)



33. “Internet Dropouts”: why do users stop going online? (equipment vs. opinions/behavior)

Comparing the percentages of Internet dropouts who report equipment-related reasons for not being online to those who report opinion or behavior-related reasons for not being online shows nearly twice the percentage of Internet dropouts are not online because of equipment (29 percent) rather than because of their views about the technology (15 percent).

Internet Dropouts: reasons why former Internet users no longer go online (Former Internet users)



(Q580 M-1 2012)

(Equipment-related responses include: No Computer, Broke/Lost Computer, Changed to Work With no Internet Access, Too Expensive, Connection is Too Slow, Computer Not Good Enough)

(Opinion and behavior-related responses include: Internet Consumes too Much Time, Didn't Use It Enough, No Interest, Too Much Spam/Advertising, Don't Know How to Use)

34. Internet non-users: problems and views about not being online

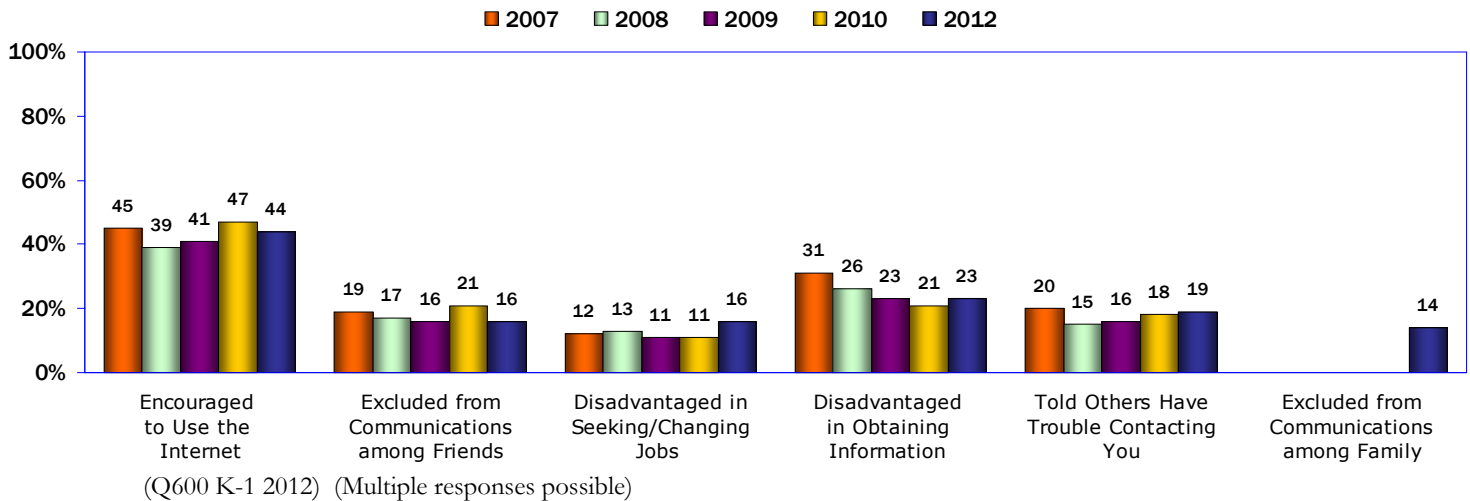
Forty-four percent of non-users in the current Digital Future study are being encouraged to use the Internet, a slight decline from the 47 percent reported in 2010.

Nineteen percent of non-users said that others had trouble contacting them because they were not online – an increase for the third year in a row. Non-users also reported that they felt excluded from communications among friends (16 percent), a decline from 21 percent in the previous study.

Sixteen percent of non-users said they were disadvantaged in seeking jobs, an increase from 11 percent in 2010. And 23 percent of non-users felt disadvantaged in obtaining information, a slight increase over 2010.

In a new category added for the current study, 14 percent of non-users felt excluded from communications among their family members.

**Have you had the following experiences because you are not an Internet user?
(Internet non-users)**



35. Internet non-users: will they go online?

The percentage of Internet non-users who say they will not go online has declined slightly after reaching its highest level in 2010.

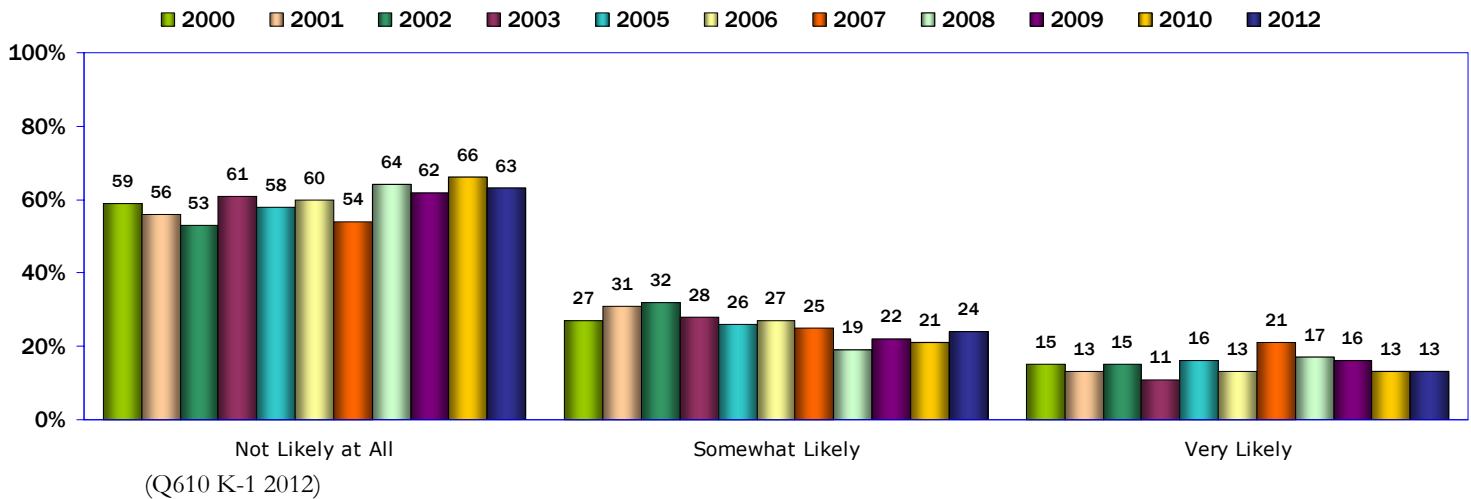
In the current Digital Future study, 63 percent of non-users said they are not likely at all to go online within the next year – down from 66 percent in the previous year.

This percentage means that given the consistently high response to this question over 11 studies, which found between 53 and 66 percent of non-users who said they are unlikely to go online within the next year, tens of millions of Americans do not go online and have no intention of doing so.

However, the percentage of non-users who said they are somewhat likely or very likely to go online in the next year increased to 37 percent, up from 34 percent in the previous study.

For more about Internet non-users, see the Trends section on page 171.

**How likely will you be to use the Internet within the next year?
(Internet non-users)**

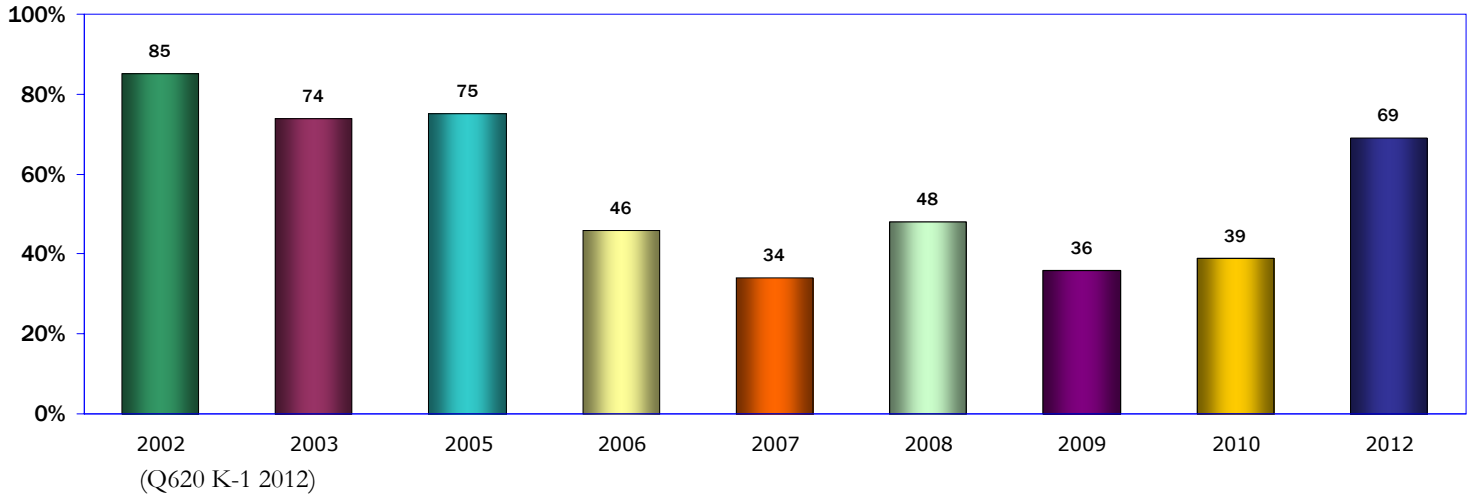


36. Internet Dropouts: will they go back online?

While the percentage of non-users overall who are likely to go online in the next year is only 37 percent (see the previous page), the percentage of Internet dropouts who may ever go online again is much higher.

When non-users who have been online before were asked if they were ever likely to go back online, 69 percent said yes – a substantial increase over the 39 percent who reported the same response in 2010.

**Do you think you will ever go back online?
(Former Internet users – yes)**

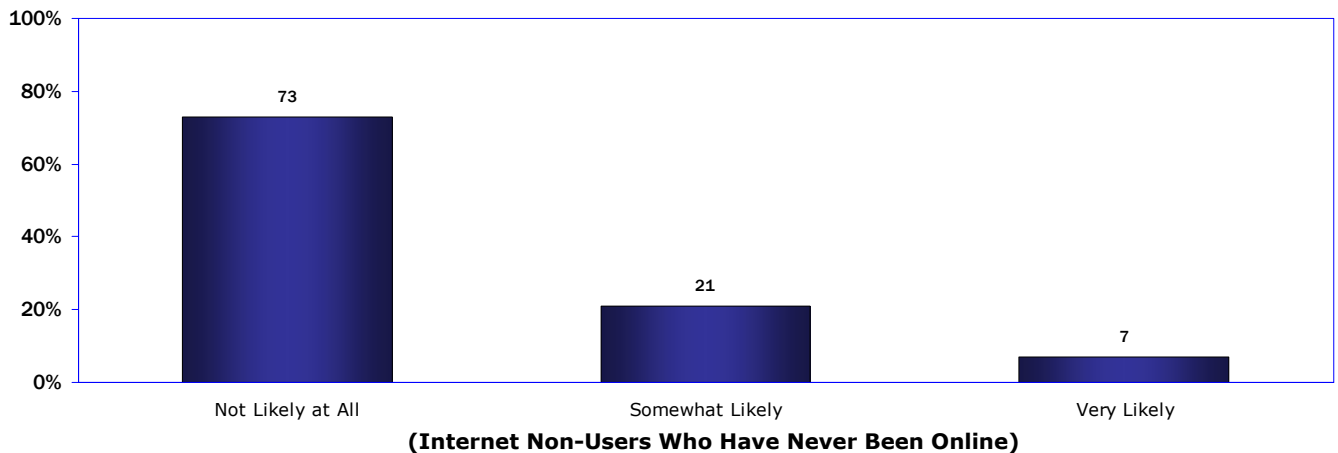


37. Internet non-users who have never been online: will they ever become users?

Compared to Internet dropouts (see the previous question), Internet non-users who have never gone online are likely to stay that way.

Seventy-three percent of Internet non-users who have never been online said they are not likely at all to use the Internet in the next year.

How Likely Will You be to Use the Internet in the Next Year?



(Q610 K-2)

Media Use and Trust

Users who said the Internet is an important or very important source of information	79%
Internet users who said most or all information online is reliable and accurate:	42%
Internet users who would not miss their printed newspaper if the offline version was no longer available	23%
Internet users who stopped a subscription to a newspaper or magazine because they get the same information online	30%
Internet users who read print newspapers who would read the online edition of their paper if the print edition ceased publication	68%

Views about sources of information and entertainment

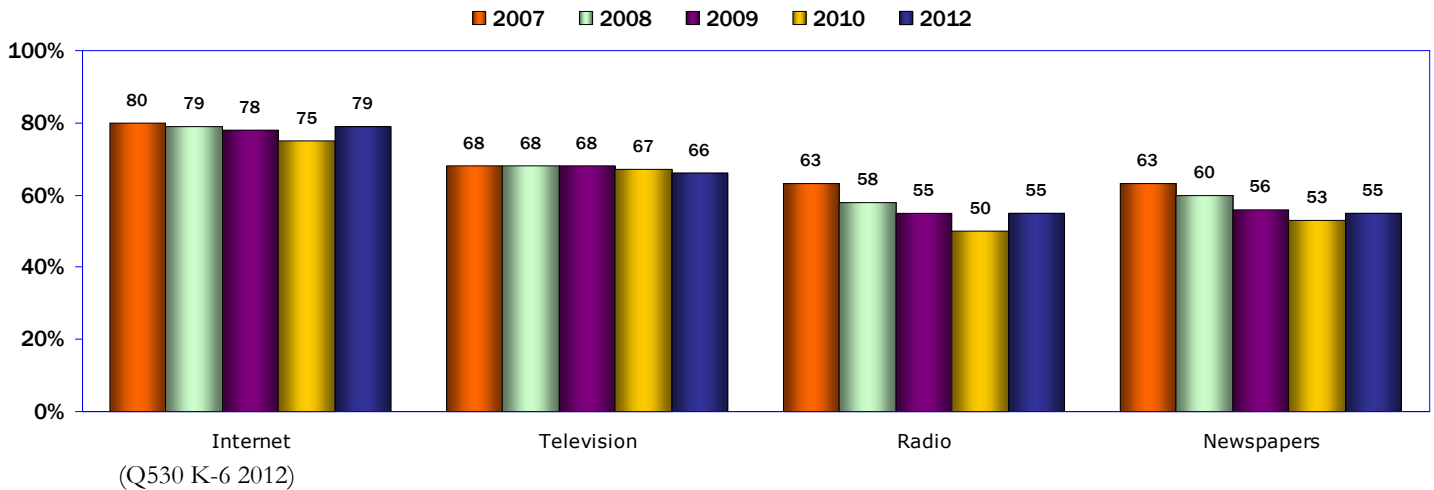
38. Views about sources of information

Continuing a trend, a larger percentage of users said that the Internet was an important source of information for them, compared to the percentages reported for television, newspapers, or radio.

Seventy-nine percent of Internet users age 17 and older said that the Internet was an important or very important source of information to them – higher than for television (66 percent), newspapers (55 percent), and radio (55 percent).

While the percentages of Internet users who cited radio and newspapers as important sources of information for them increased in the current study, the percentage that reported the same view about television declined – although marginally – from 2010 and 2009.

**How important are the following as sources of information to you?
(Internet users age 17 and older – important or very important)**



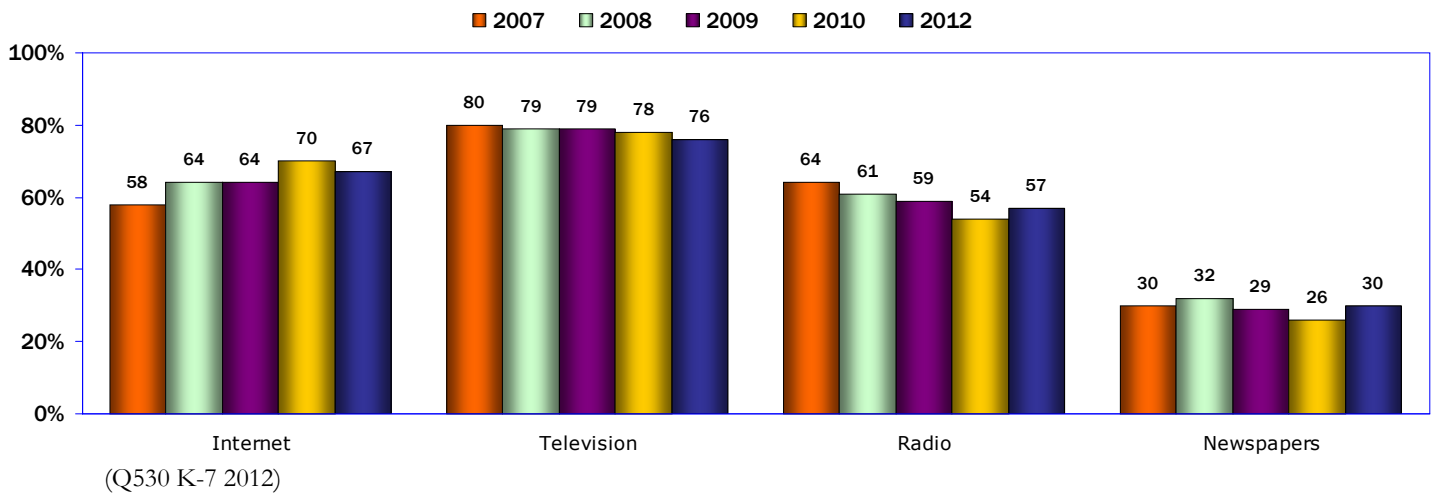
39. Views about sources of entertainment

Television continues to reign as the medium with the largest percentage of Internet users who consider it an important or very important source of entertainment for them. However, that percentage declined slightly in the current study to 76 percent, down from 78 percent in 2010.

The percentage of users who said the Internet is an important or very important source of entertainment declined slightly – now 67 percent, down from 70 percent in the last study.

The percentage of users who report over-the-air radio as an important or very important source of entertainment for them increased in the current study to 57 percent, up from a low of 54 percent. Internet users’ views of newspapers as entertainment sources also improved, increasing to 30 percent after declining two years in a row to a low of 26 percent.

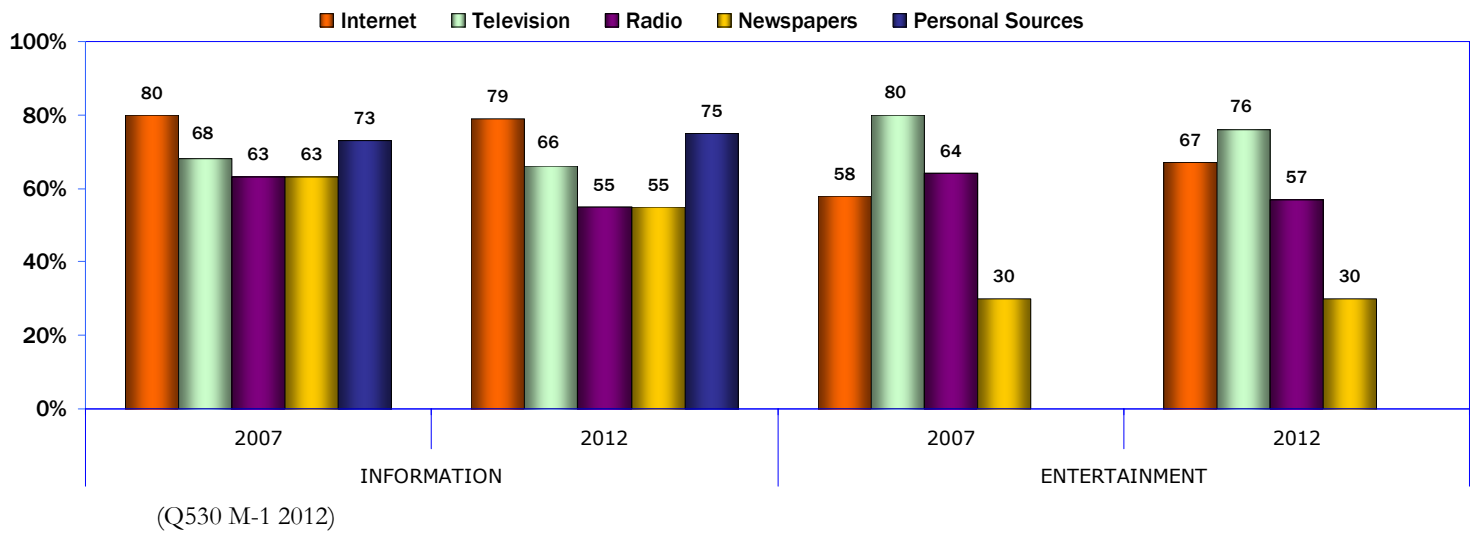
**How important are the following as sources of entertainment to you?
(Internet users age 17 and older – important or very important)**



40. Views about sources of information and entertainment: five-year change

Comparing 2007 views about sources of information and entertainment to findings in the current study shows that while the percentage of users who consider the Internet an important or very important source of information have stayed about the same (80 percent in 2007 and 79 percent in the current study), a larger percentage of users consider the Internet as important or very important for entertainment (58 percent in 2007 and 67 percent in the current study).

**Views about sources of information/entertainment
(Internet users age 17 and older – important or very important)**



41. Information online: is it reliable?

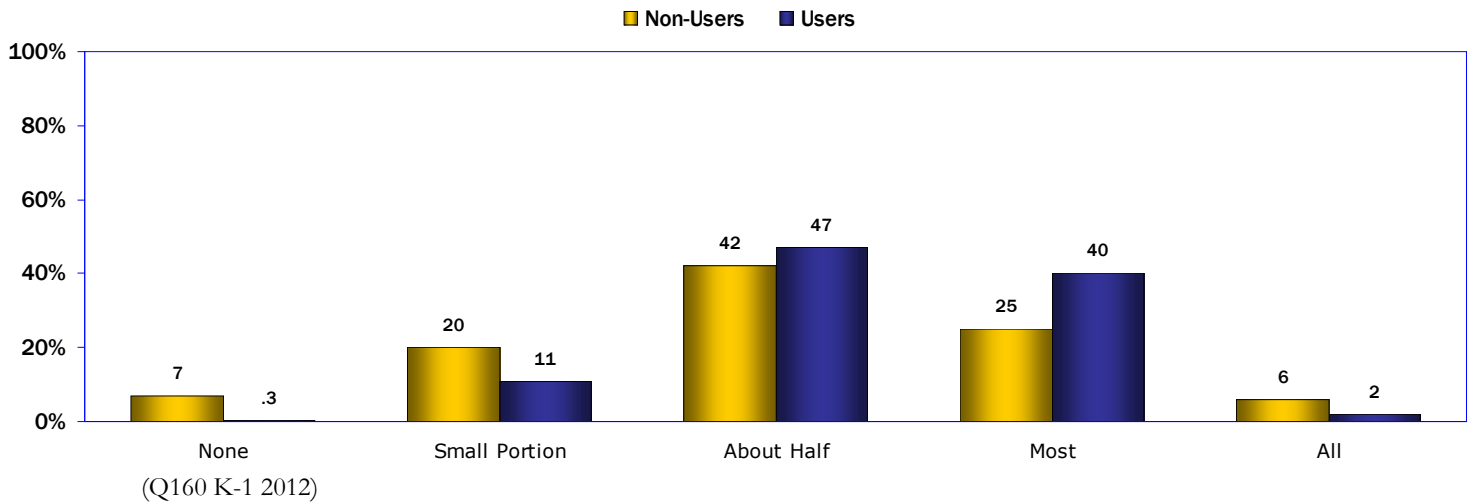
Perhaps not surprisingly, users have more faith in online information than non-users. However, all respondents believe that substantial amounts of information on the Internet are unreliable.

Forty-two percent of users said that most or all of the information online is reliable, compared to 31 percent of non-users who gave the same response.

On the other hand, 58.3 percent of users said that half or less of the information on the Internet is reliable, compared to 69 percent of non-users.

Notably, more than one-quarter (27 percent) of non-users believe that only a small portion or none of the information found on the Internet is reliable.

How much of the information on the World Wide Web overall do you think is reliable? (All respondents)



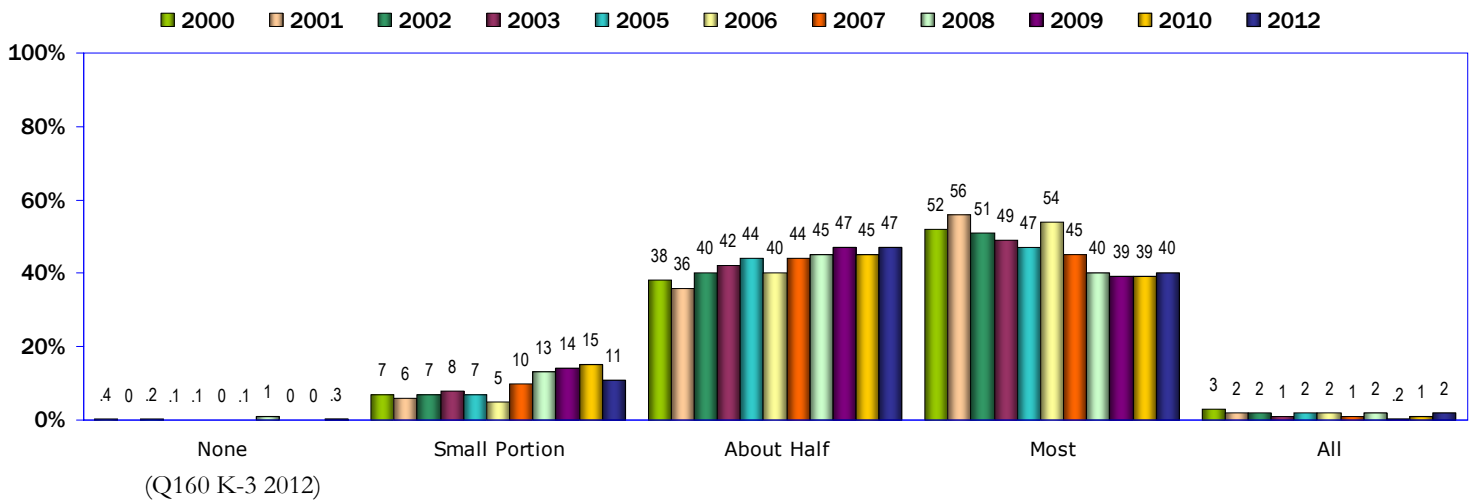
42. Reliability of information online: views of Internet users

Findings beginning in the 2000 Digital Future study showed a downward trend in faith in the general reliability of information on the Internet that flattened out around 2008.

Forty-two percent of users in the current study said that most or all of the information online is reliable, compared to 40 percent in 2010 and 39.2 percent (the lowest thus far) in 2009. By comparison, 55 percent of users in 2000 said most or all of the information online is reliable.

The percentage of users who said that only a small portion or none of the information online is reliable dropped slightly in the current study to 11.3 percent of users, down from 15 percent in 2010. The percentage of users who said that about half of online information is reliable grew slightly to 47 percent, up from 45 percent in 2010.

How much of the Information on the World Wide Web overall do you think is reliable? (Internet users)

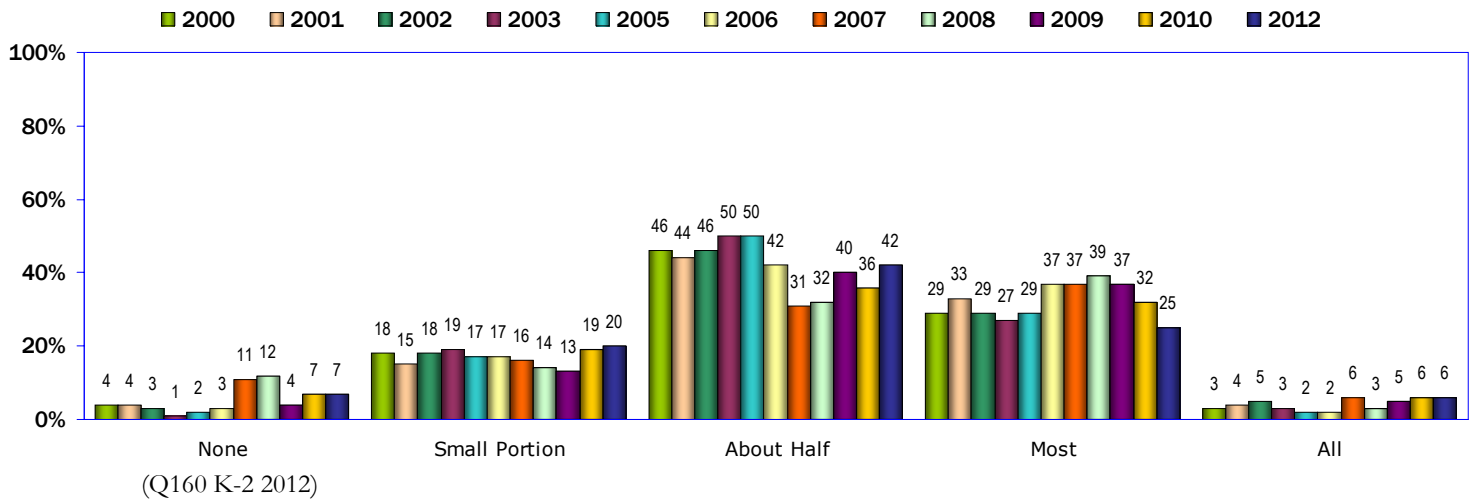


43. Reliability of information online: views of non-users

While the percentage of Internet users who said that most or all of the information online is reliable increased slightly in the current study (see the previous page), the percentage of non-users who report the same responses dropped to 31 percent – an all-time low for the Digital Future study.

The percentage of Internet non-users who said that a small portion or none of the information online is reliable continued to increase to 27 percent.

How much of the information on the World Wide Web overall do you think is reliable? (Internet non-users)



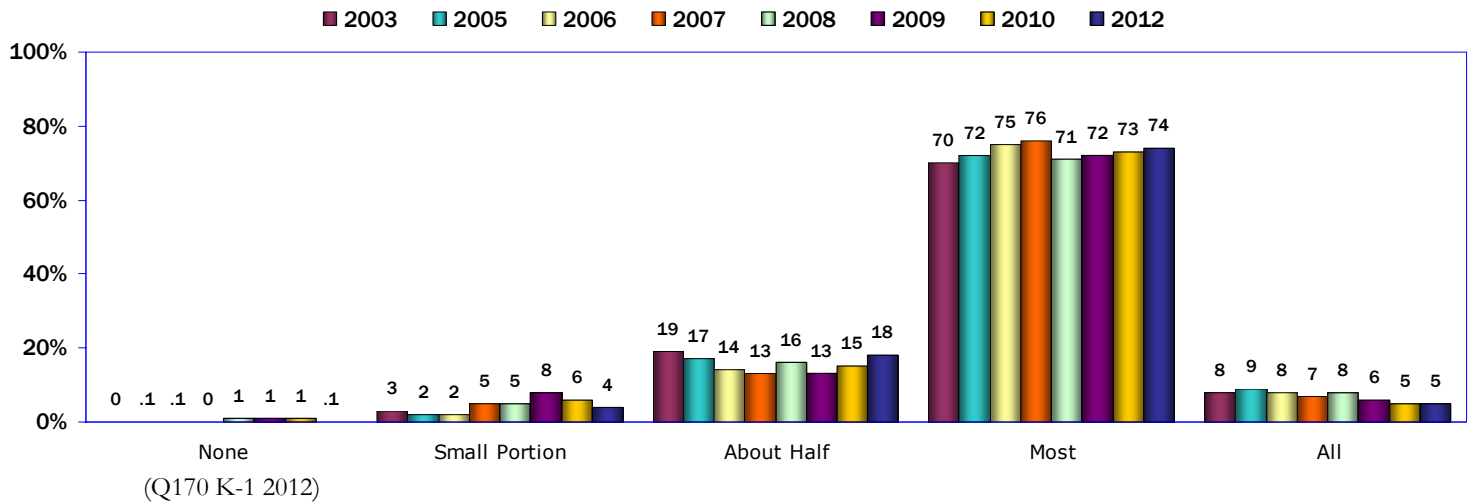
44. Online information: reliability and accuracy of frequently-visited websites

Compared to their views about online information overall, Internet users report much more confidence in the reliability and accuracy of websites they visit regularly.

Seventy-nine percent of users in the current study said that most or all of the information on the websites they visit regularly is reliable and accurate.

The percentage of users who said that about half of the information on the sites they visit regularly is reliable and accurate increased slightly for the second year in a row to 18 percent, while the percentage who said only a small portion or none of the information online is reliable and accurate decreased to 4.1 percent of users.

How much of the information on the websites that you visit regularly do you think is reliable and accurate? (Internet users who regularly visit websites)



45. Information posted by media, government, and individuals: reliability and accuracy

Do American Internet users trust information posted by established media, the government, or individuals? The percentage of Internet users who said that most or all of the information posted by the established media or government is generally reliable and accurate declined marginally, while the percentage who said that most or all of the information posted by individuals is generally reliable and accurate increased slightly to match the previous high in the Digital Future studies.

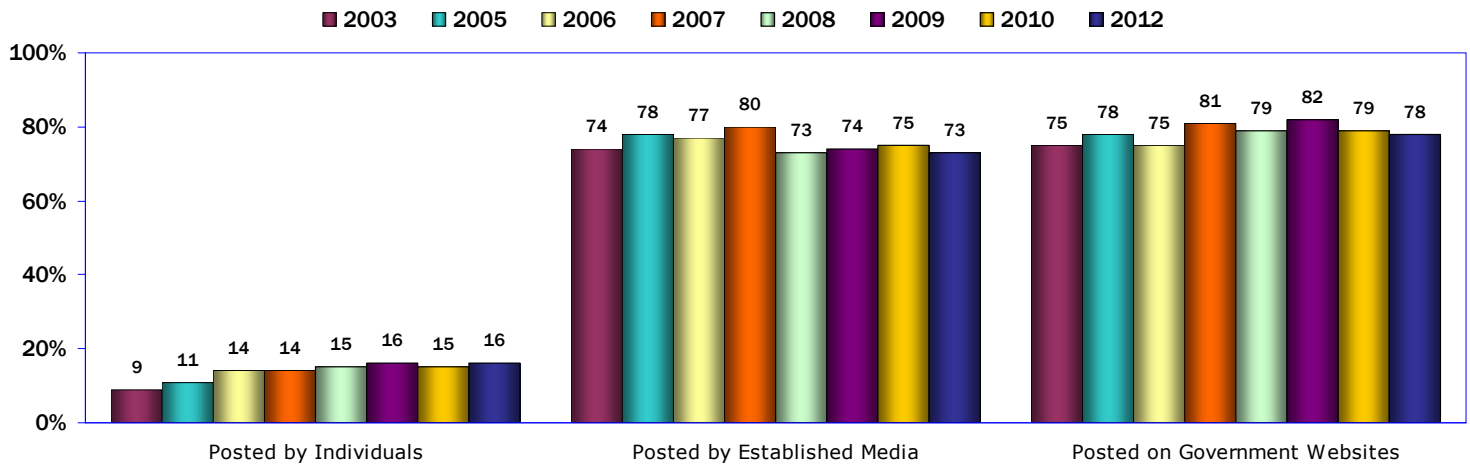
Seventy-three percent of Internet users said that most or all of the information posted by established media (such as The New York Times or CNN) is generally reliable and accurate, compared to 75 percent in 2010.

Seventy-eight percent of users reported confidence in most or all of the information posted by the government.

Only 16 percent of users said that most or all of the information posted by individuals is generally reliable and accurate.

For specific findings on users' views about reliability and accuracy of information posted by the government, media, and individuals, see the next three pages.

How much information posted by these organizations and individuals do you think is generally reliable and accurate? (Internet users – most or all)



(Q173 M-1 2012 combined most or all)

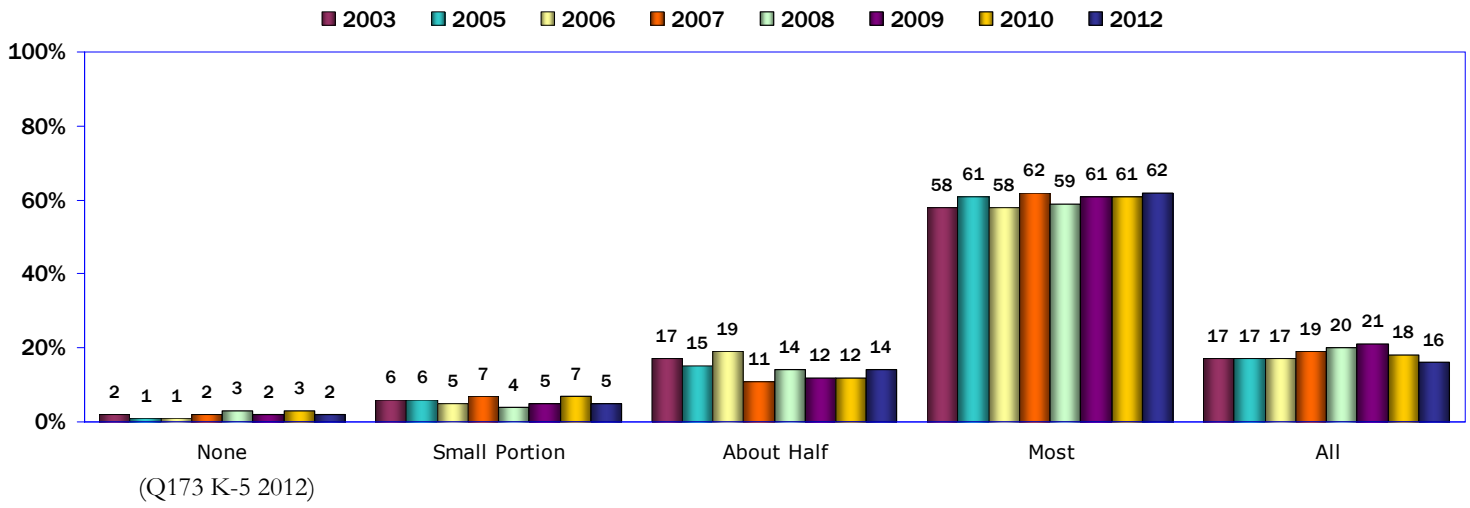
46. Government websites: reliability and accuracy

Internet users’ views about government websites have remained generally consistent through the eight Digital Future studies in which this question has been asked, with 75-82 percent of users saying that most or all of the information posted by the government is reliable and accurate.

However, of note is the modest decline in the percentage of users who said that all government websites are reliable and accurate – down to 16 percent in the current study and a decline for the second year in a row after reaching a peak of 21 percent in 2009.

At the other extreme, 21 percent of users in the current study said that about half or less of the information on government websites is reliable and accurate, a slight decline from the 22 percent in 2010.

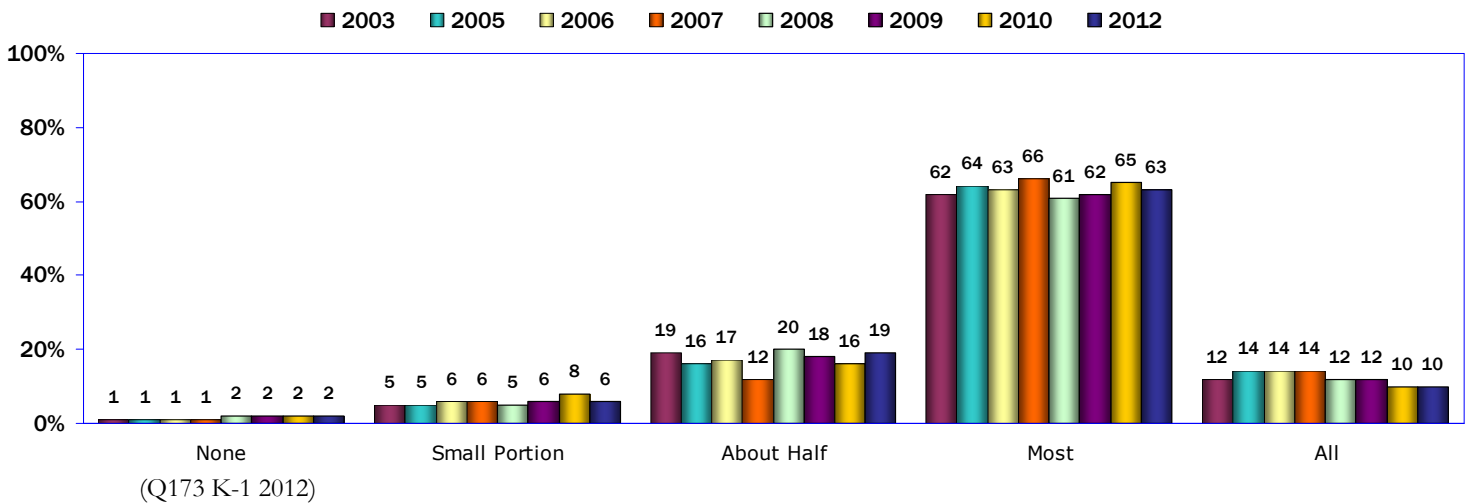
**Reliability and accuracy of government websites
(Internet users)**



47. Media web pages: reliability and accuracy

As with government websites, Internet users have reported consistently high levels of confidence with information posted by established media; in the eight years this question has been asked in the Digital Future studies, more than 70 percent of users have said that most or all of the information they find on websites hosted by established media is reliable and accurate.

**Reliability and accuracy of news pages posted by established media
(Internet users)**



48. Information posted by individuals: reliability and accuracy

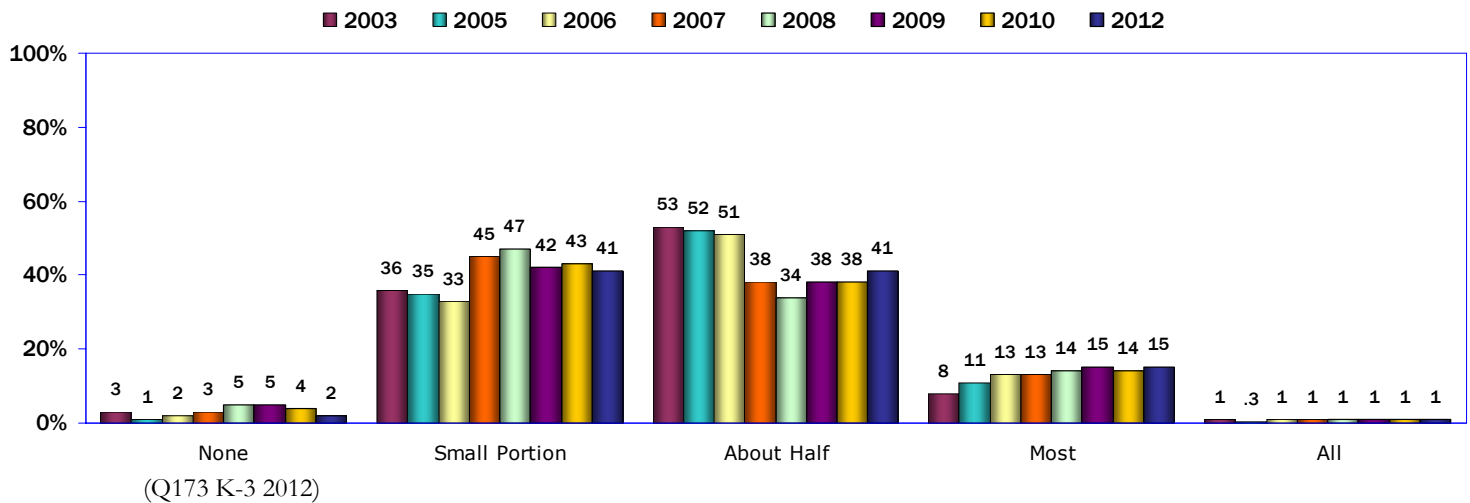
Throughout the Digital Future studies Internet users have reported skeptical views about the reliability of Web pages posted by individuals, and the current study is no exception.

Only 16 percent of users in the current Digital Future Project said that most or all of the information on Web pages posted by individuals is reliable and accurate.

Forty-three percent of users said that only a small portion or none of the information on Web pages posted by individuals is reliable and accurate – down from the 47 percent reported in 2010.

The percentage who said that about half of the information on websites posted by individuals is reliable and accurate increased slightly to 41 percent – up from 38 percent in 2010.

**Reliability and accuracy of information web pages posted by individuals
(Internet users)**



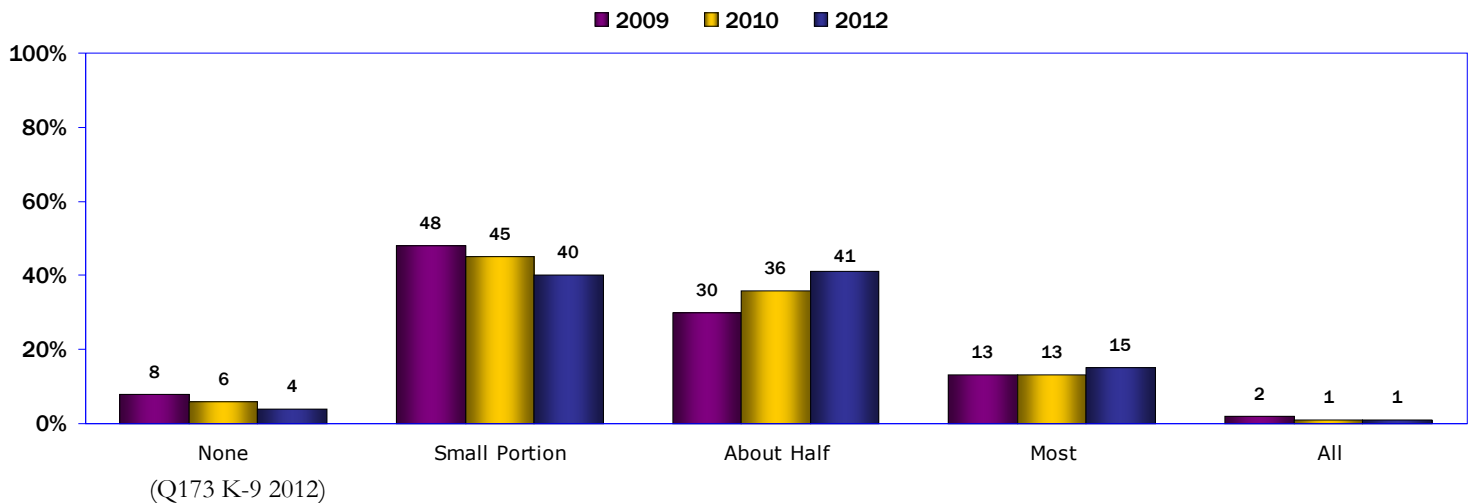
49. Information on social networking sites: reliability and accuracy

A large majority of Internet users have little faith that the information they find on social networking sites is reliable and accurate.

Eighty-five percent of Internet users said that about half or less of information on social networking sites is reliable and accurate. Only 16 percent believe that most or all of the information is reliable and accurate.

However, views about information on social networking sites did shift modestly in the current study; a smaller percentage (44 percent) think that only a small portion or none of the information on social networking sites is reliable and accurate, down from 51 percent in 2010. And a larger percentage of users in the current study (41 percent) said that about half of the information on social networking sites is reliable and accurate, up from 36 percent in 2010 and an increase for the second year in a row.

Reliability and accuracy of information on social networking sites such as Facebook (Internet Users)



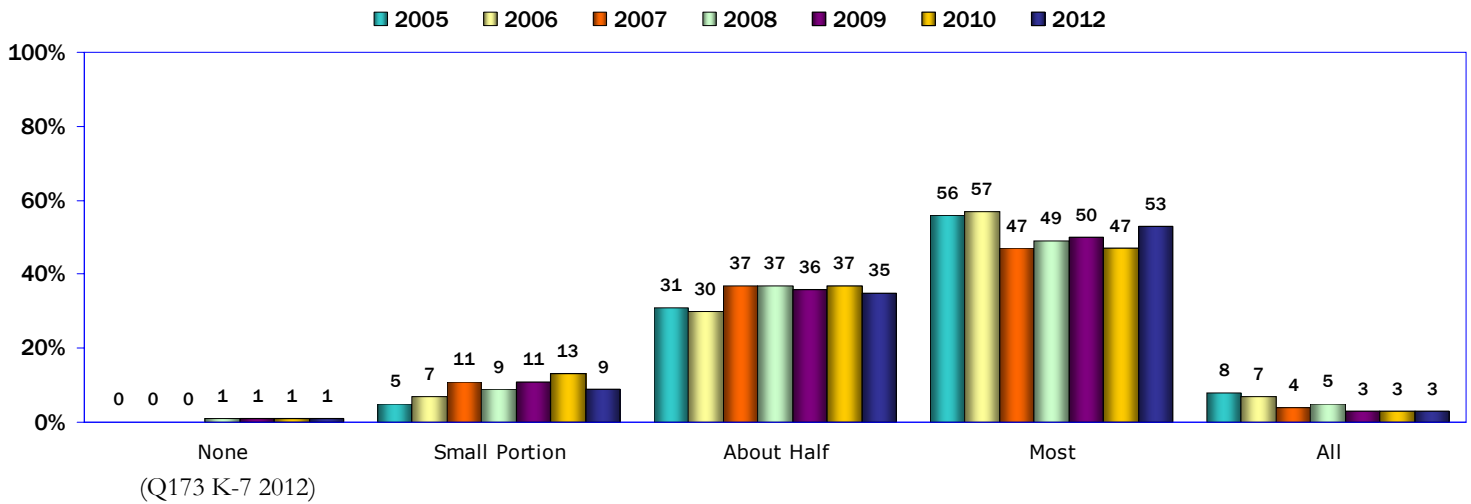
50. Information provided by search engines: reliability and accuracy

The percentage of Internet users who said that most or all of the information provided by search engines such as Google is reliable and accurate has increased after declining for two years in a row.

Fifty-six percent of users said that most or all of the information provided by search engines is reliable and accurate, up from 50 percent in 2010 and 53 percent in 2009.

The percentage of users who expressed the strongest negative feelings about the reliability and accuracy of search engines declined after increasing in the two previous studies. Ten percent of users said that only a small portion or none of the information provided by search engines is reliable and accurate – down from 14 percent in 2010 and 12 percent in 2009.

**Reliability and accuracy of information provided by search engines
(Internet users)**

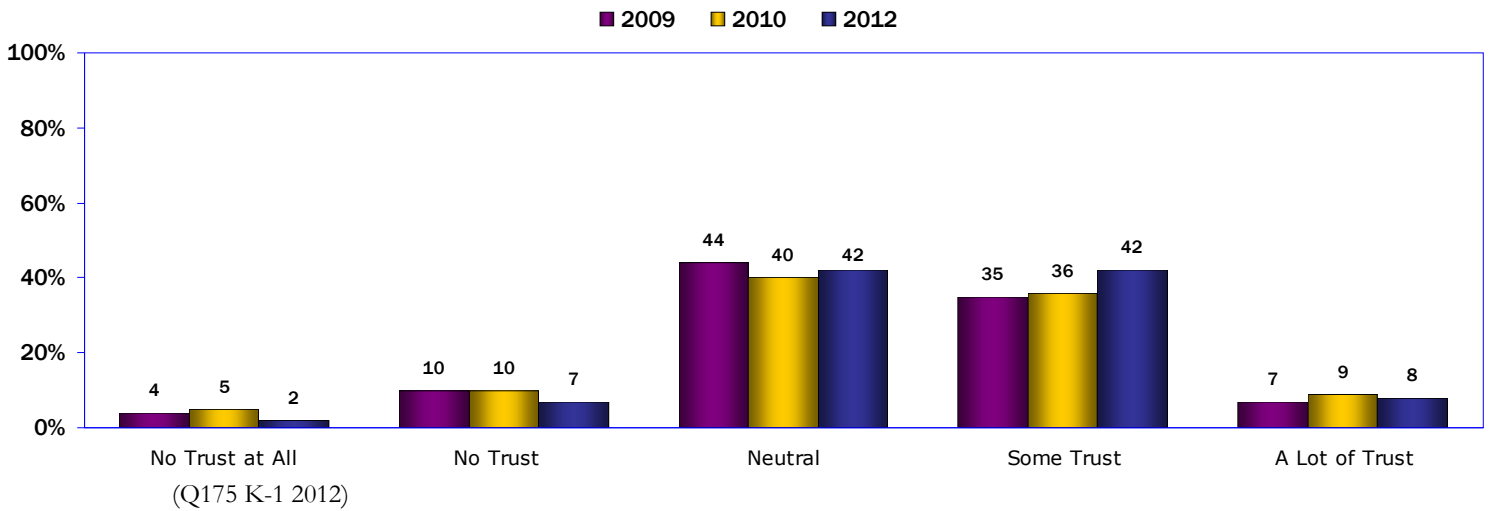


51. Trust in the Internet

Do users trust the Internet?

Trust in the Internet overall continued to increase in the current Digital Future study, although the percentage of positive views is relatively low. Fifty percent of users said they have some trust or a lot of trust in the Internet, up from 45 percent in 2010 and 42 percent in 2009. Only nine percent of users said they do not trust the Internet, down from 15 percent in 2010.

**Overall, how much trust do you have in the Internet?
(Internet users)**

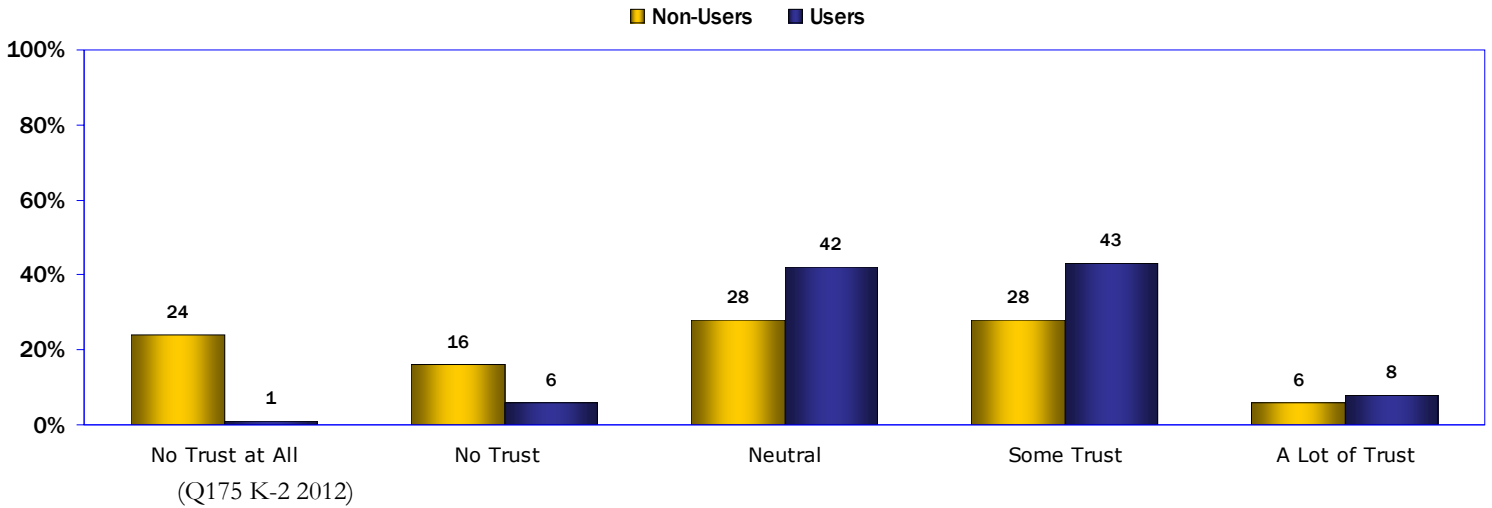


52. Trust in the Internet: Internet users and non-users

Internet users and non-users report considerable differences in views about their trust in the Internet.

Fifty-one percent of users compared to 34 percent of non-users said they have some trust or a lot of trust in the Internet. Conversely, seven percent of users compared to 40 percent of non-users said they have no trust in the Internet.

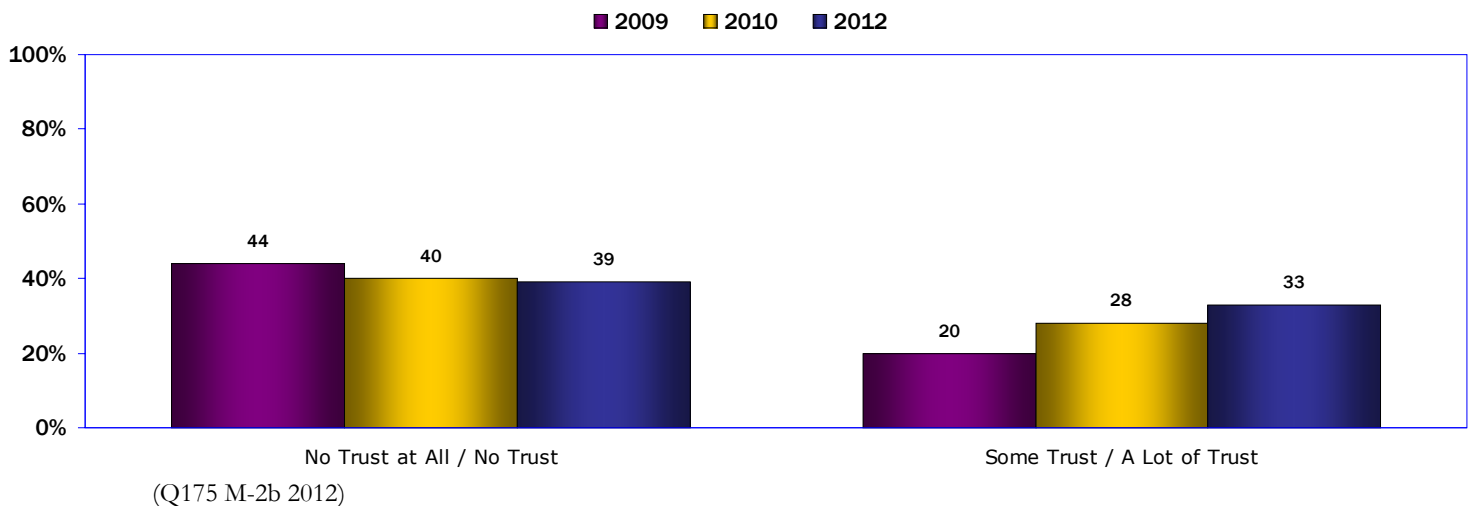
**Overall, how much trust do you have in the Internet?
(All respondents)**



53. Trust in the Internet: comparison of non-users' views

The percentage of non-users who have some trust or a lot of trust in the Internet has steadily increased from 20 percent in 2009 to one-third of non-users in the current study.

**Overall, how much trust do you have in the Internet?
(Internet non-users)**



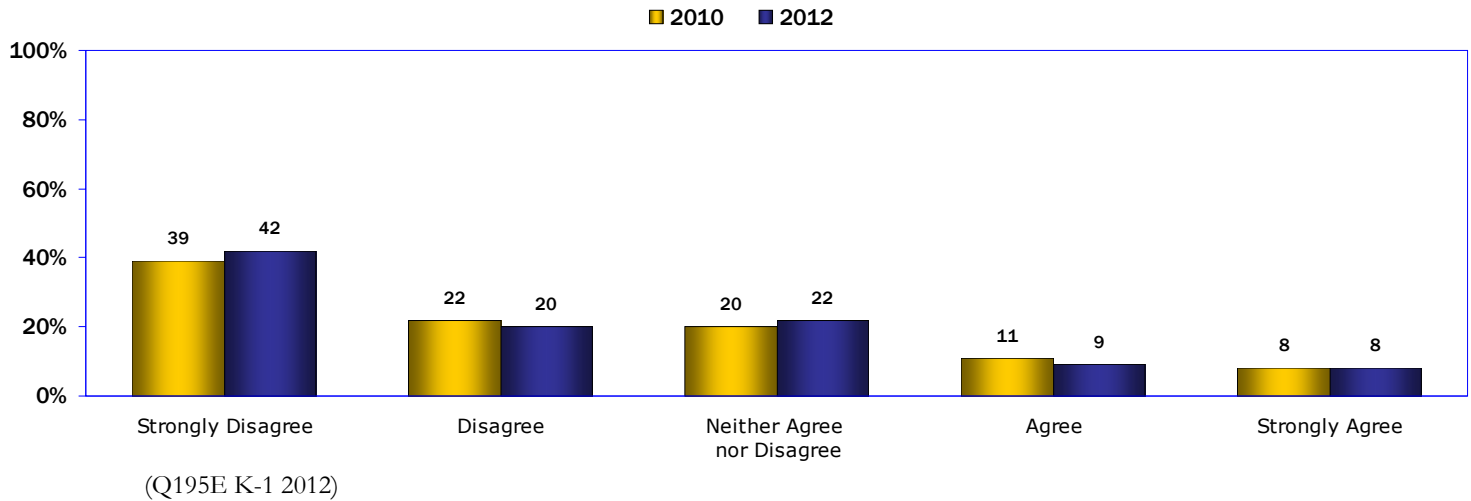
Views about Regulation and the Internet

54. The Internet and government regulation

A small percentage of respondents said that the government should regulate the Internet more than it does now.

Seventeen percent of all respondents said the government should regulate the Internet more, down from 19 percent in 2010. Sixty-two percent of respondents disagree or strongly disagree that there should be more government regulation of the Internet.

**The government should regulate the Internet more than it does now
(Respondents age 16 and older)**

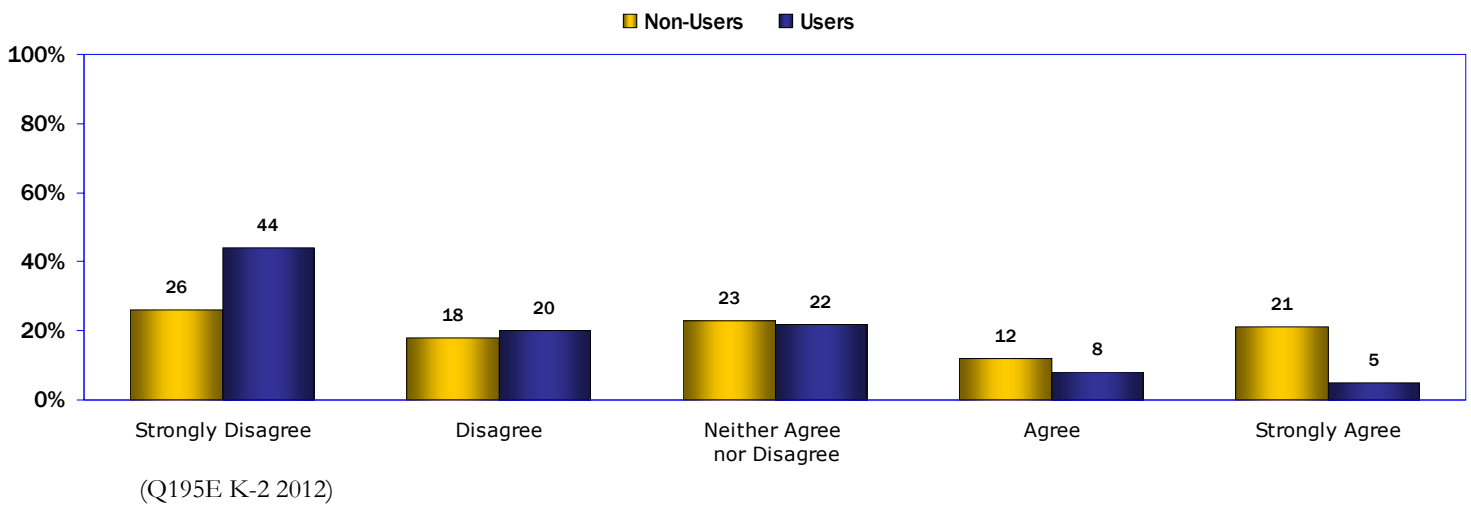


55. The Internet and government regulation: users vs. non-users

Users and non-users report conflicting views about the Internet and government regulation. Thirteen percent of users agree or strongly agree that the government should regulate the Internet more than it does now – this compared to 33 percent of non-users with the same response.

Conversely, 64 percent of users disagree or strongly disagree with increased government regulation, compared to 44 percent of non-users.

**The government should regulate the Internet more than it does now
(Respondents age 16 and older)**



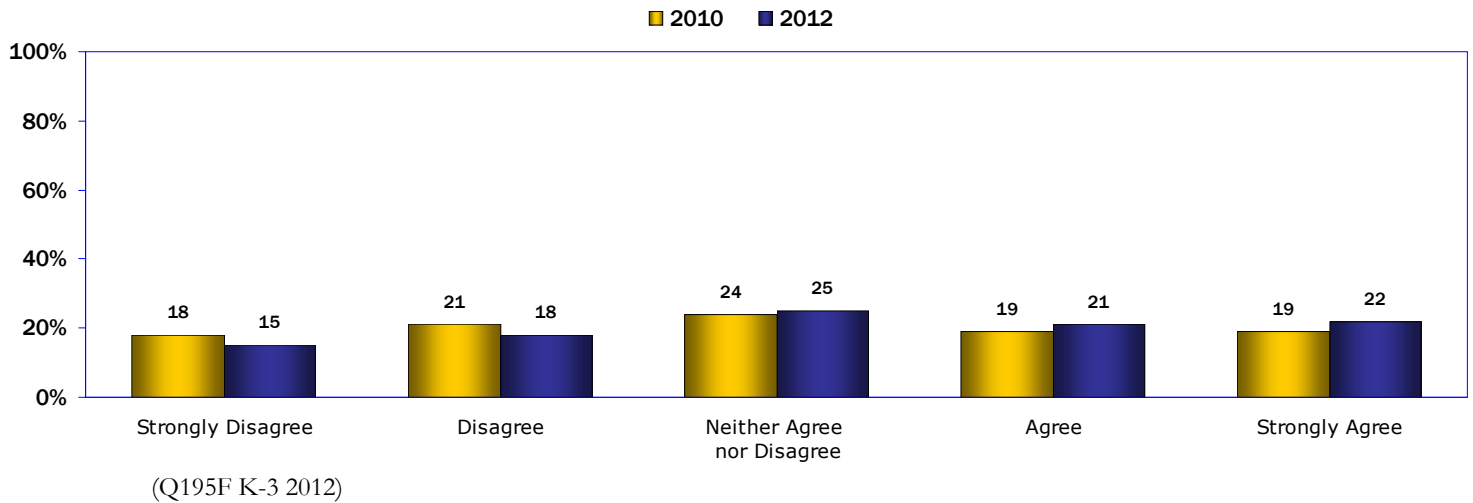
56. The Internet and personal privacy: government and companies

A significant and increasing percentage of Internet users are concerned about the government checking what they do online. However, a larger – and growing – percentage of users are concerned about companies checking what they do online.

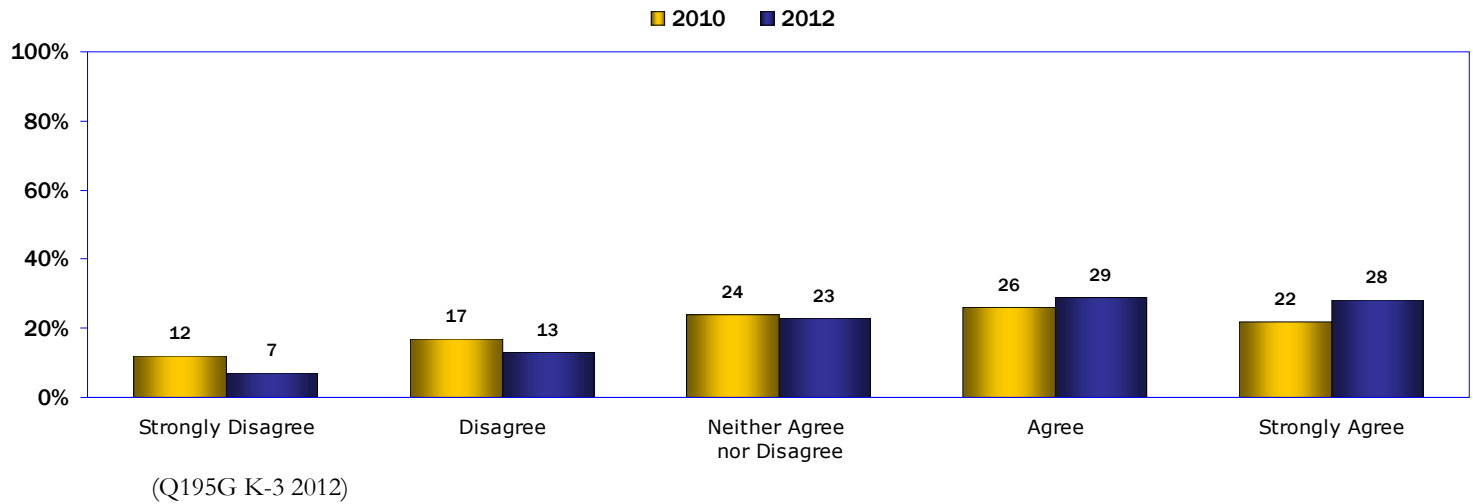
Forty-three percent of users age 16 and older agree or strongly agree that they are worried about the government checking what they do on the Internet, an increase from 38 percent in 2010.

Fifty-seven percent of users are concerned about companies checking what they do online, up from 48 percent in the previous study.

**I am worried about the government checking what I do online
(Internet users age 16 and older)**



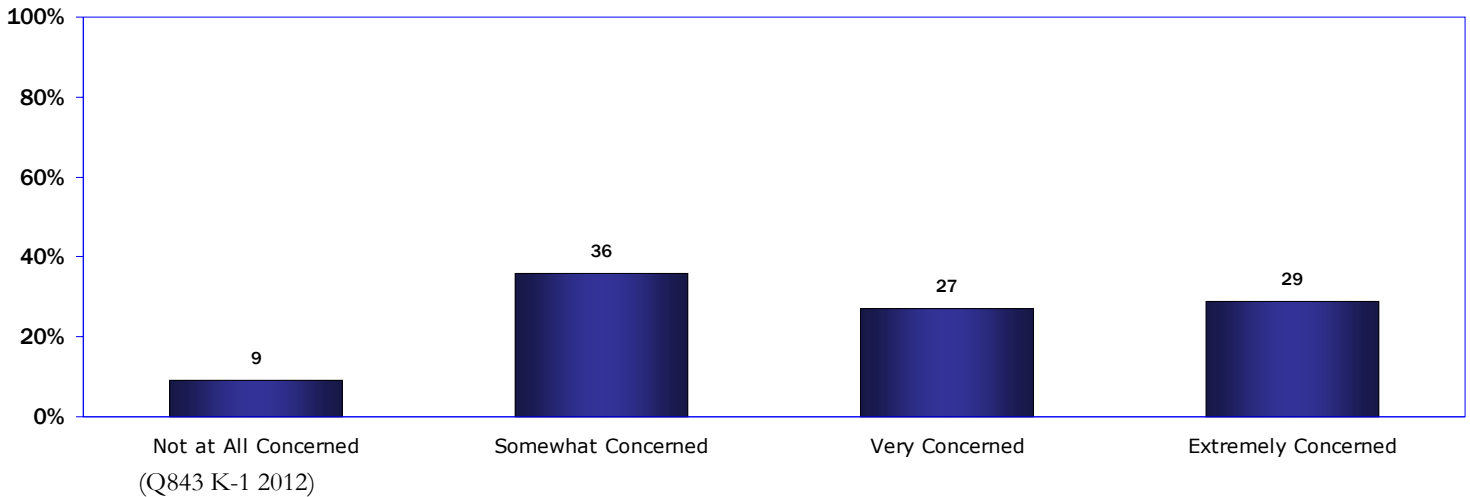
**I am worried about companies checking what I do online
(Internet users age 16 and older)**



57. Privacy of personal information and companies tracking online behavior

Almost all respondents age 16 and older – 91 percent – express some level of concern about their privacy because companies can track their online behavior. Only nine percent are not concerned.

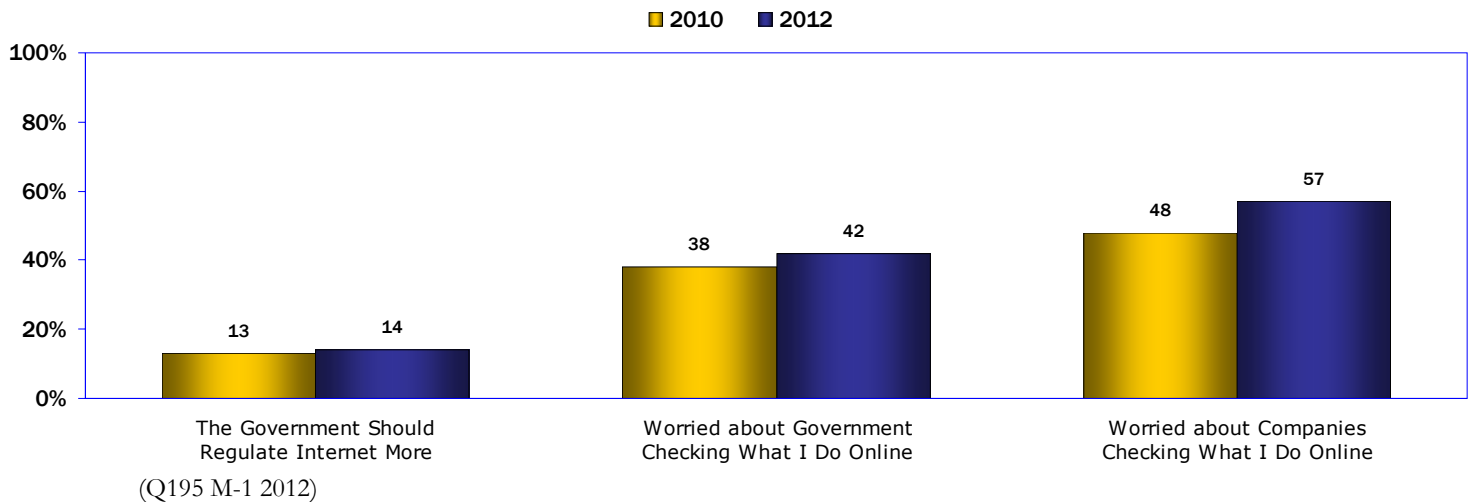
How concerned would you be about the privacy of your personal information because of the ability of companies to track your online behavior? (Respondents age 16 and older)



58. Personal privacy and government regulation (level of agreement at a glance)

For details on views about government regulation of the Internet, see page 65. For details on concerns about government and companies checking what users do online, see the previous page.

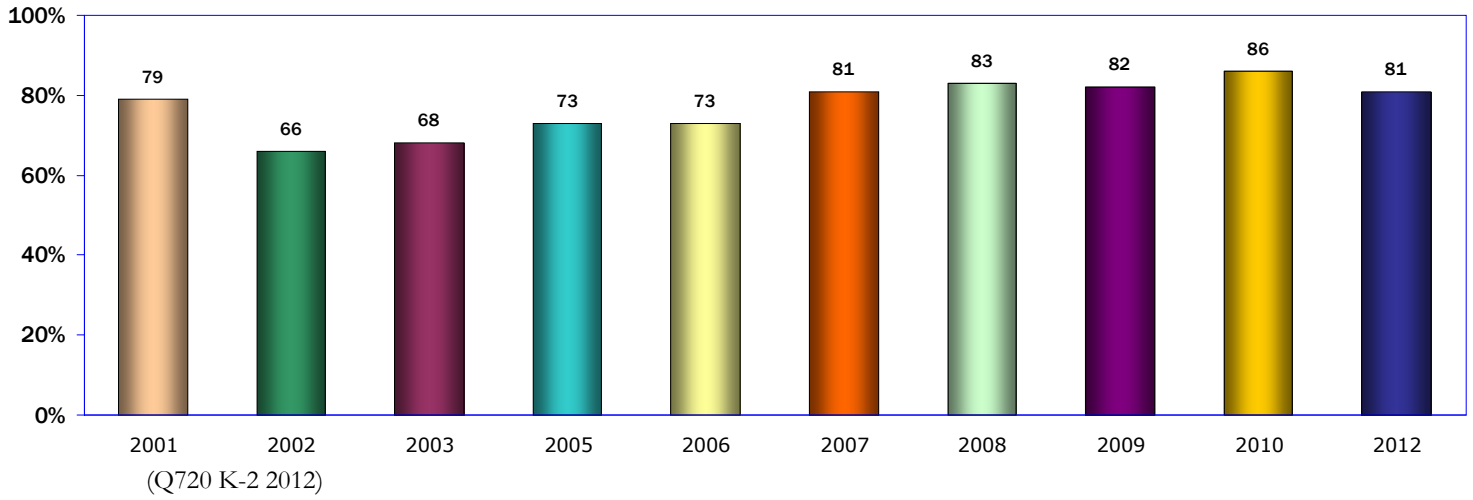
Views about government, companies, and the Internet (Internet users age 16 and older – agree or strongly agree)



59. Multitasking while online

After reaching a peak in the 2010 Digital Future study, the percentage of Internet users who said they multitask while they are online declined to 81 percent of users, down from 86 percent in 2010.

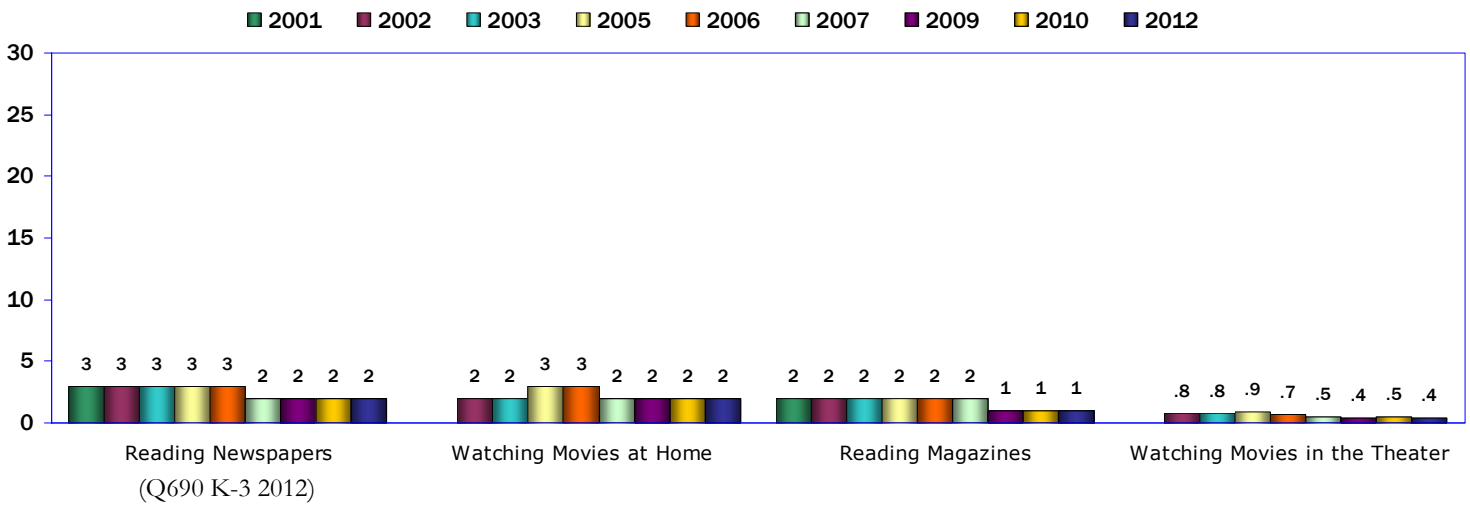
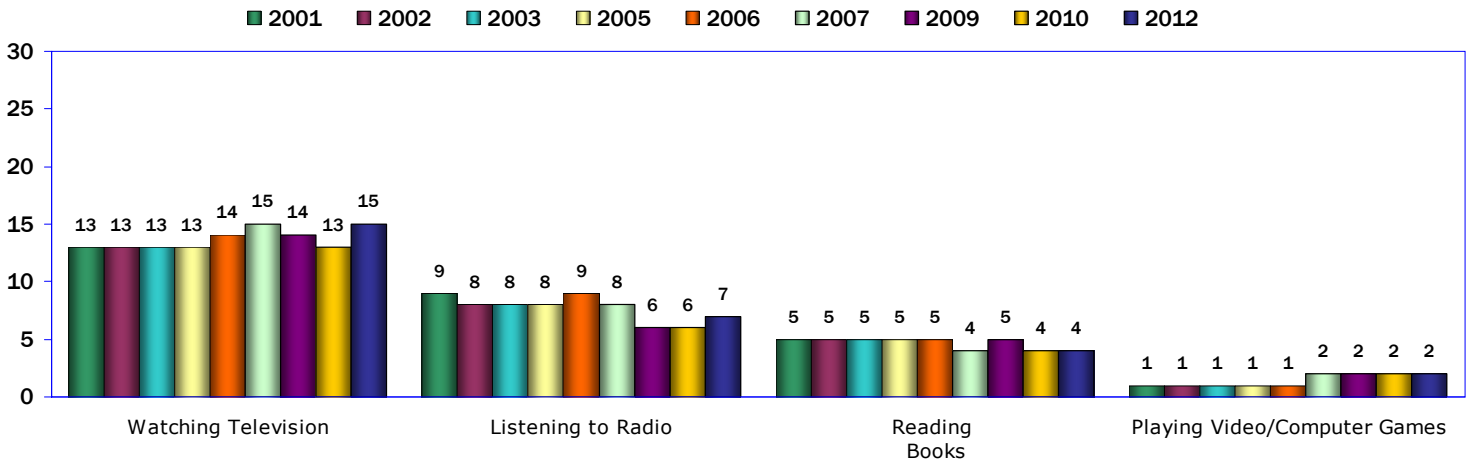
Do you do more than one additional activity while you are online, such as listening to music, watching television, or using the telephone? (Internet users)



60. Using offline media: activities

Respondents reported an increase in the hours they spend watching television (15 hours per week) and listening to the radio (seven hours per week), while use of other media remained flat when compared to 2010 findings.

**Leisure time spent weekly on media activities while not online
(Respondents: hours per week)**

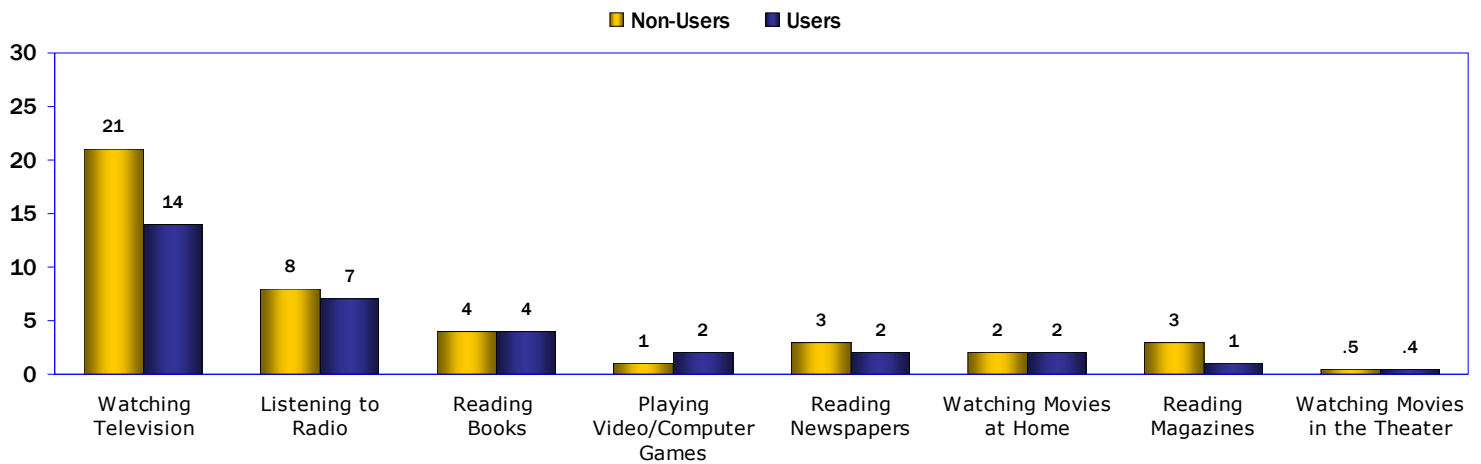


61. Offline media: non-users vs. users

Non-users watch more television than users (seven more hours per week on average), and spend slightly more time listening to the radio and reading magazines. Internet users spend more time on average than non-users playing video games and computer games.

Users and non-users report spending similar amounts of time reading books and watching movies at home.

**Leisure time spent weekly on media activities while not online?
(All respondents)**



(Q690 K-2 2012)

62. Online television and movies – paid and free sources

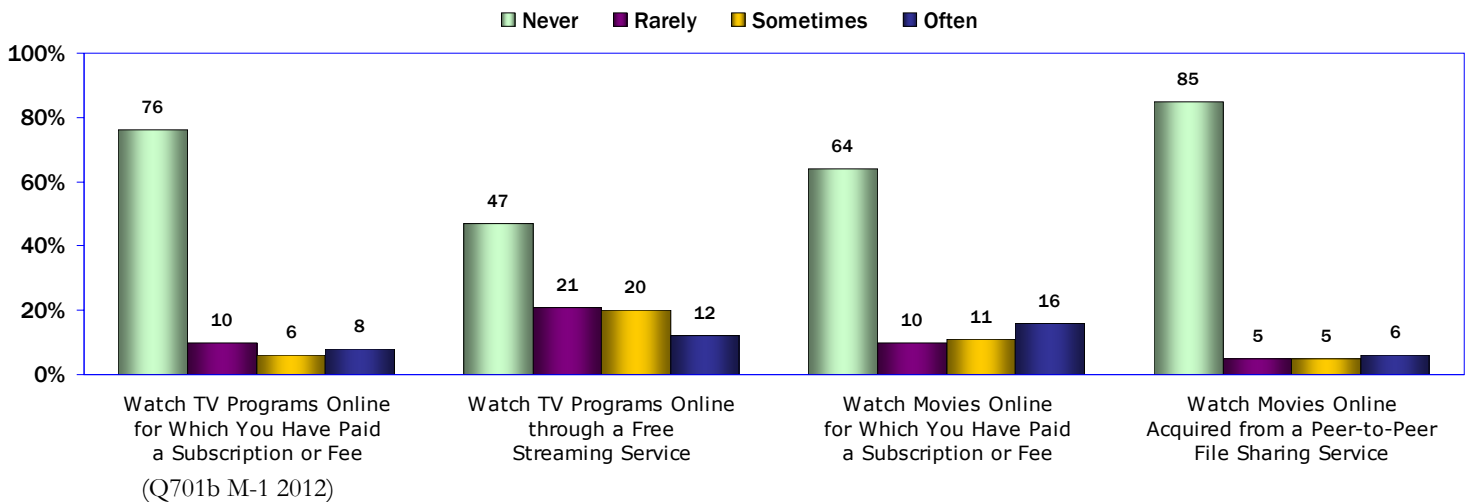
How is the availability of television and movie programming online through either paid or free sources affecting what Internet users watch?

New questions for the Digital Future Project found that large majorities of Internet users never go online to watch television programs or movies for a subscription or fee, such as the programming available through Netflix, Hulu Plus, or Amazon. For example, 76 percent never watch television programs online for a subscription or fee, and 64 percent do not pay for web-based services to watch movies. An even larger percentage (85 percent) never goes online to watch movies acquired through a peer-to-peer file sharing service, such as Bit Torrent or Pirate Bay.

However, a modest percentage will pay at least occasionally to watch movies online (27 percent), while a slightly lower percentage will pay to watch television programs online (24 percent).

More than half of Internet users (53 percent) go online at least occasionally to watch television programs through free streaming services, such as the videos offered by television networks.

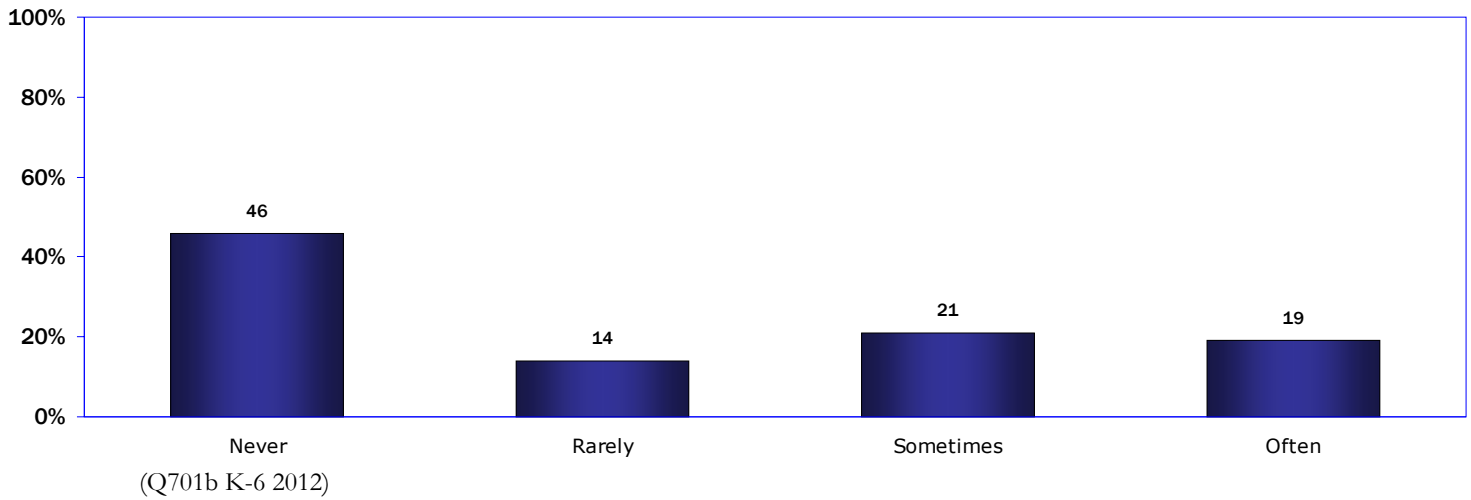
**Watching television and movies online through paid or free sources
(Internet users)**



63. Online audio programming

Compared to viewing of paid online television programming (see the previous question), a larger percentage of Internet users pays for music online from an online source such as iTunes – 54 percent in the current study.

How often do you listen to or acquire music online for which you have paid a subscription or fee (such as through iTunes, Rhapsody, or Pandora) (Internet users)

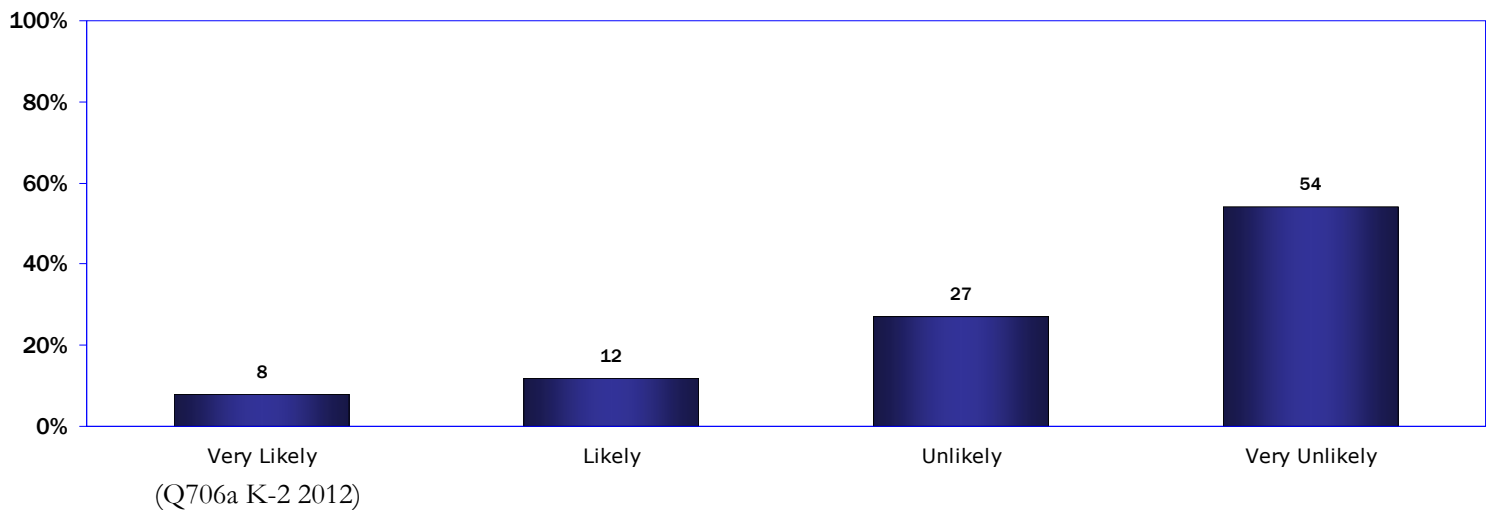


64. Will viewers give up cable television and watch online programming instead?

Is online television programming an alternative to paid cable services?

In a new question for the Digital Future Project, only a small percentage of respondents who have cable or satellite television (20 percent) said they were likely or very likely to give up and use online television as an alternative.

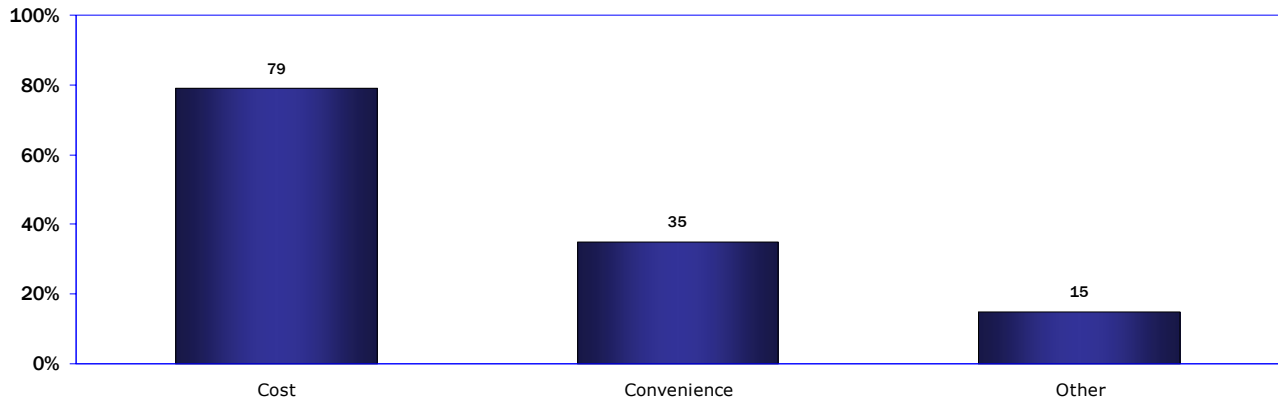
How likely are you to cut back on or even give up your cable or satellite service and watch television only online? (Respondents who have cable or satellite service)



65. Will viewers give up cable television and watch online programming instead? (Reasons)

Why would cable viewers give up that service and use online television instead? Cost is the overwhelming reason, reported by 79 percent of those likely or very likely to give up cable. The convenience of online television was reported by 35 percent of those likely to give up cable.

Why would you be likely to give up (or why have you already given up) your cable or satellite service and watch television only online? (Respondents who said likely or very likely to give up)



(Q706b K-1 2012)

66. Watching video content on PCs and mobile devices

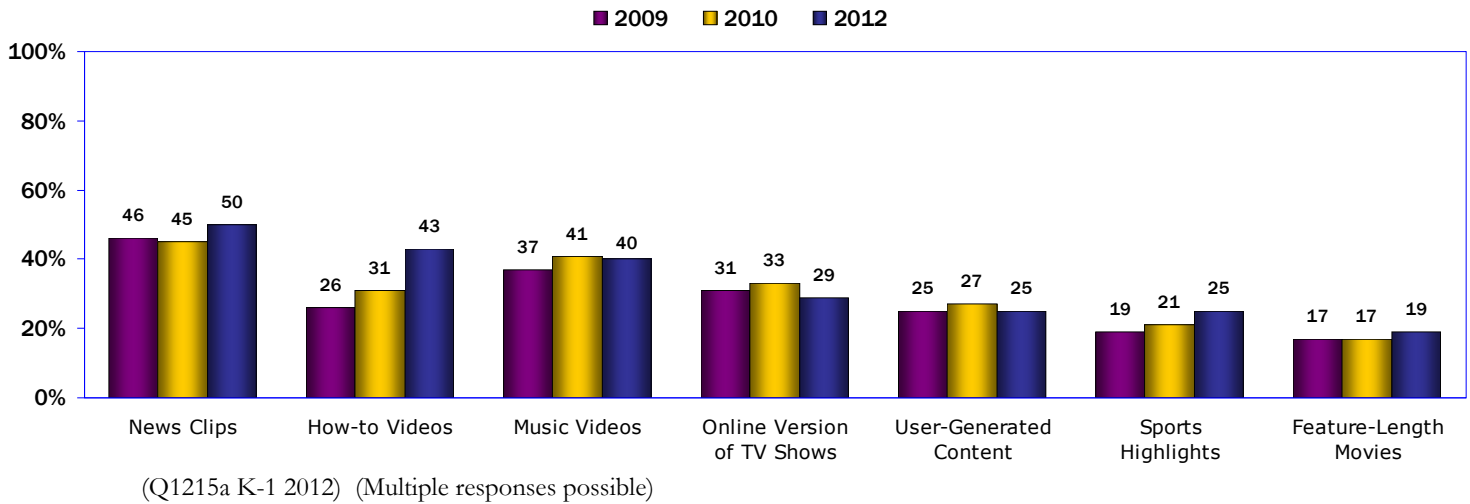
Larger percentages of Internet users who watch video content on PCs report watching a range of programming compared to users who watch video on mobile devices.

In the current study, using PCs to watch video increased over 2010 for news (the content with the highest percentage of viewers), how-to, sports, and movies, while viewing online versions of television shows and user-generated content declined marginally.

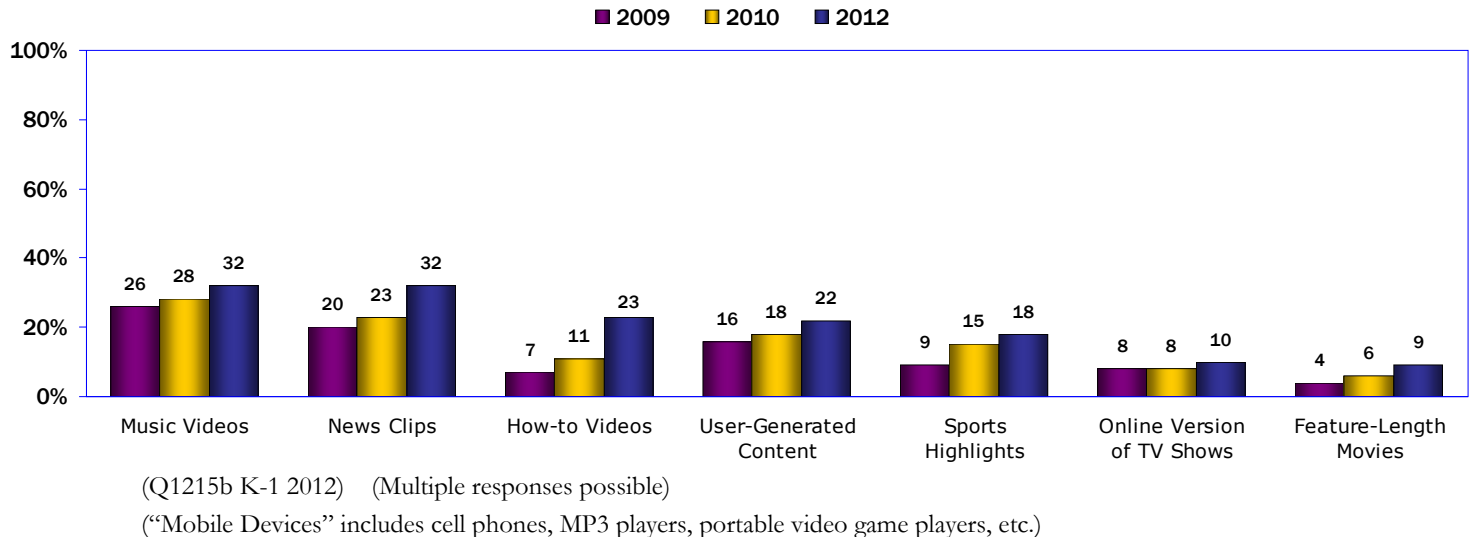
Watching video on mobile devices increased in every category. The highest percentage of viewers – 32 percent – watched music videos or news.

Of particular note is the large increase of watching how-to videos: 43 percent of PC users (up from 31 percent in 2010), and 23 percent of mobile device users (up from 11 percent in 2010).

**Video content watched on Internet-connected PC
(Internet users)**



**Video content watched on mobile devices
(Internet users with wireless devices)**



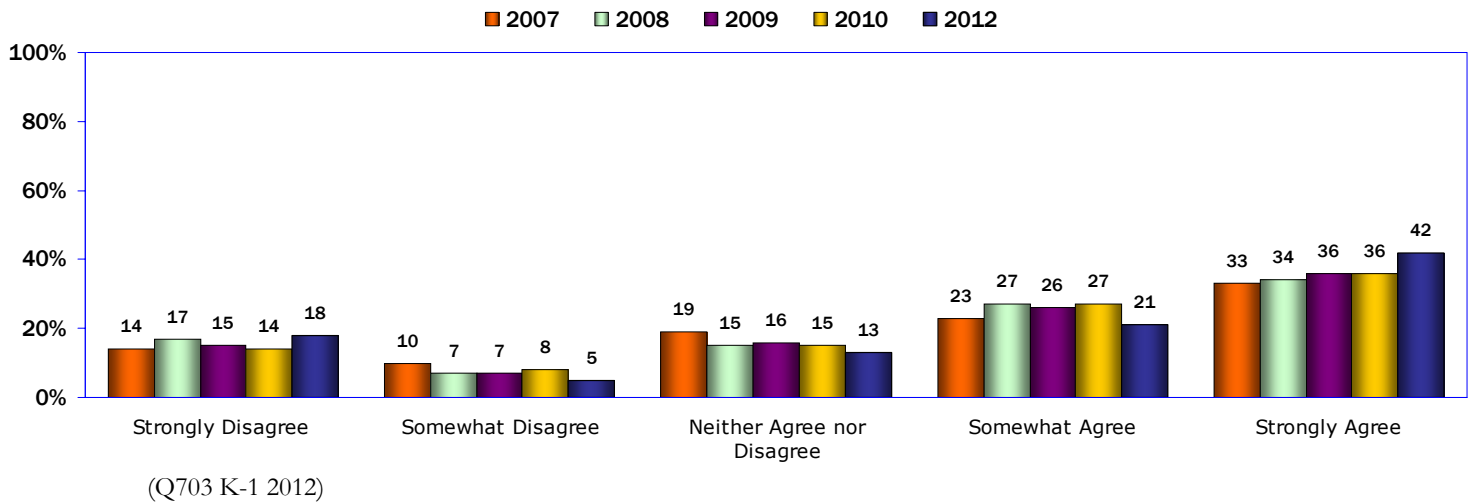
67. Would you miss the print edition of your newspaper?

Even though print newspaper circulation continues to decline, large percentages of Internet users who continue to read print editions remain loyal to their newspapers. For the second year in a row, more than 60 percent of Internet users who read a print newspaper said that they would miss it if it ceased to exist.

Sixty-three percent of users who read print newspapers agree or strongly agree that they would miss the print edition if it was no longer available. And the percentage of respondents who expressed the highest level of agreement – strongly agree – increased to 42 percent in the current study, up from 36 percent in 2010.

However, 23 percent of users who read print newspapers said they would not miss the offline edition.

**I would miss the print edition of my newspaper if it was no longer available
(Internet users who read newspapers offline)**

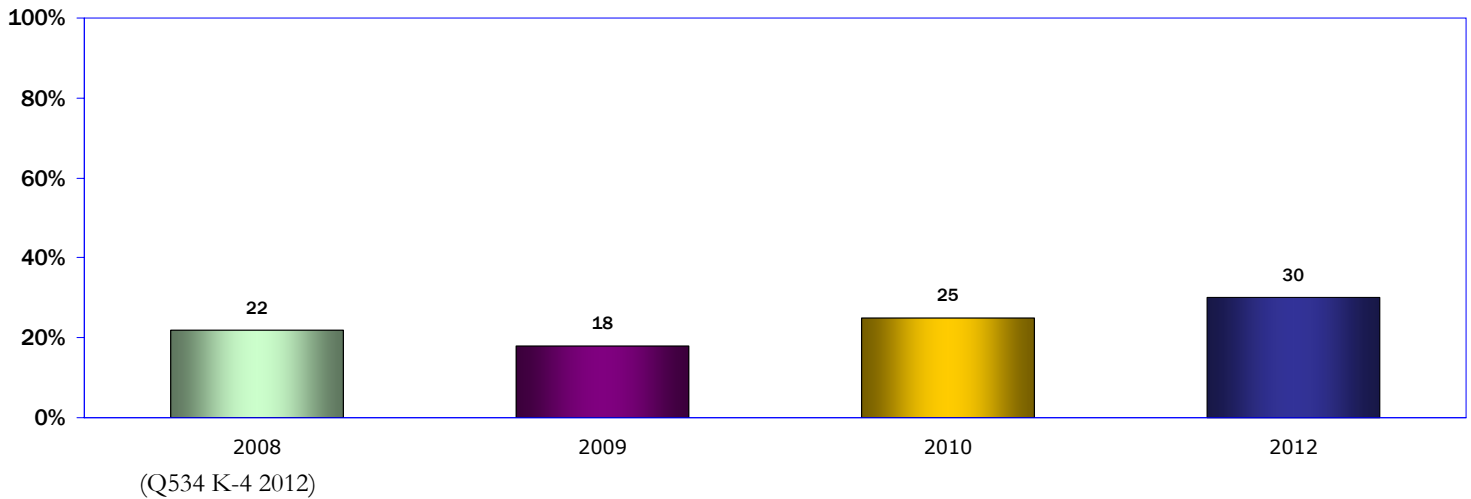


68. Does online content lead to cancelled print subscriptions?

While almost two-thirds of users who read newspapers said they would miss the print edition of the publication if it was no longer available (see the previous question), the percentage of readers who stopped reading a print publication because of online content continued to increase.

Thirty percent of users who read print newspapers or magazines said they stopped a subscription because they found the same or related content online – up from 25 percent in 2010 and a new high for the Digital Future Project.

Have you stopped a subscription to a newspaper or magazine because you got the same or related content online? (Internet users – yes)



69. Alternatives to print newspapers

A large percentage of newspaper readers said they would switch to the online edition of the publication if the print edition ceased to exist; however, that percentage declined slightly in the current study.

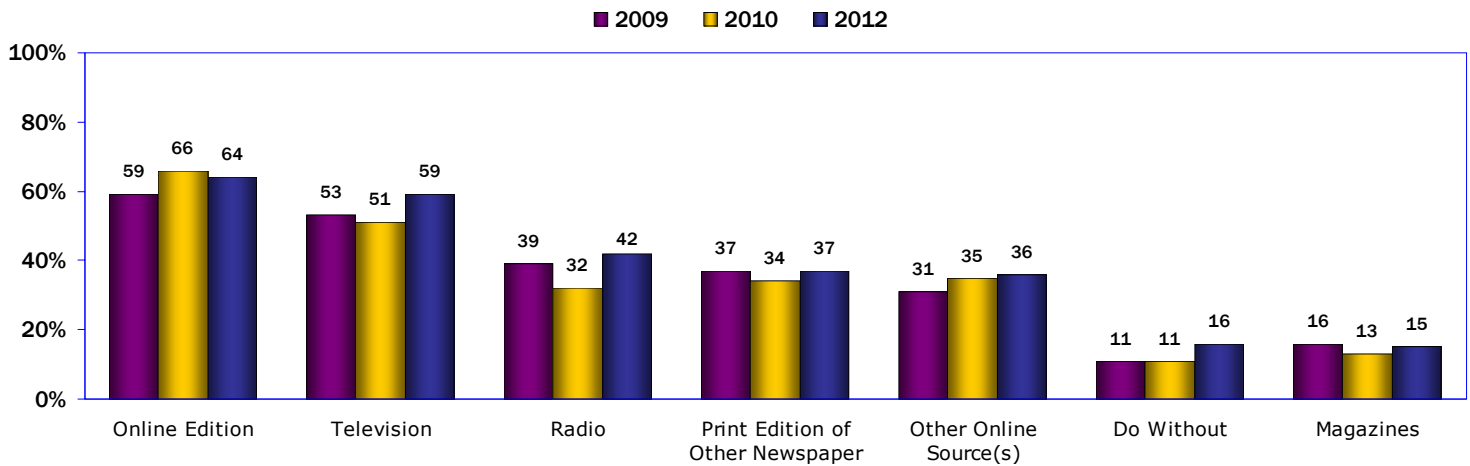
Sixty-four percent of respondents who read newspapers offline said they would read the online edition of a newspaper if the print edition ceased publication – down slightly from 66 percent in 2010.

Perhaps surprisingly given the current state of newspaper circulation, a larger percentage in the current study (37 percent) compared to 2010 said they would find another print edition of a newspaper if their current paper stopped its print edition.

With multiple responses possible, all forms of media increased as possible alternatives to print newspapers, with television receiving the largest response. Fifty-nine percent said they would turn to television as an alternative to their print newspaper, an increase from 51 percent in 2010. Larger percentages of users would also go to radio (42 percent, up from 32 percent in 2010), other online sources (36 percent, up from 35 percent in 2010), or magazines (15 percent, up from 13 percent in 2010).

Sixteen percent of respondents who read print newspapers said that if their current paper stops its print edition, they would do without that information.

If your newspaper were to stop publishing its print edition, where would you go to get that information? (Respondents who read newspapers offline)



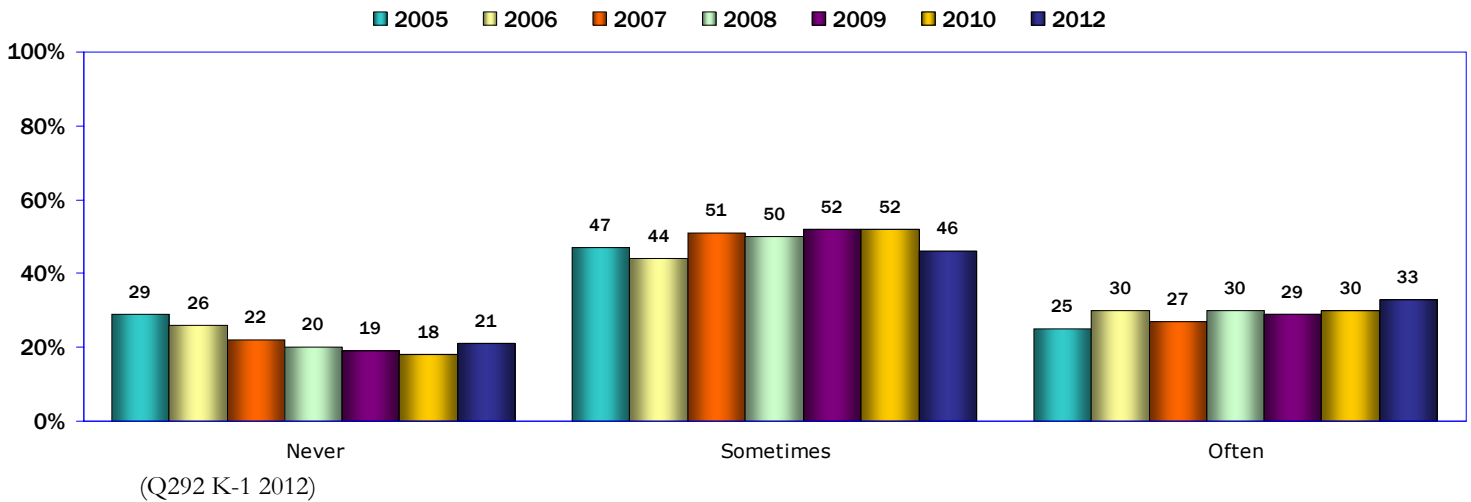
(Q704 K-1 2012) (Multiple responses possible)

70. Surfing the Web

The Digital Future studies have found that exploring the Internet without a specific destination has been cited as one of the most popular online activities since the World Wide Web became available for public use in the early 1990s. The percentage of users who surf the Web has always been high, but it declined slightly in the current Digital Future study, dropping to 79 percent of users from the high of 82 percent in 2010 who said they sometimes or often go online without a specific destination in mind.

The percentages of those reporting the most and the least surfing each increased; 33 percent of users said they often go online without a specific destination, up from 30 percent in 2010. At the other extreme, 21 percent said they never go online without a specific destination, up from 18 percent in the previous study.

**How often do you go online without a specific destination?
(Internet users)**



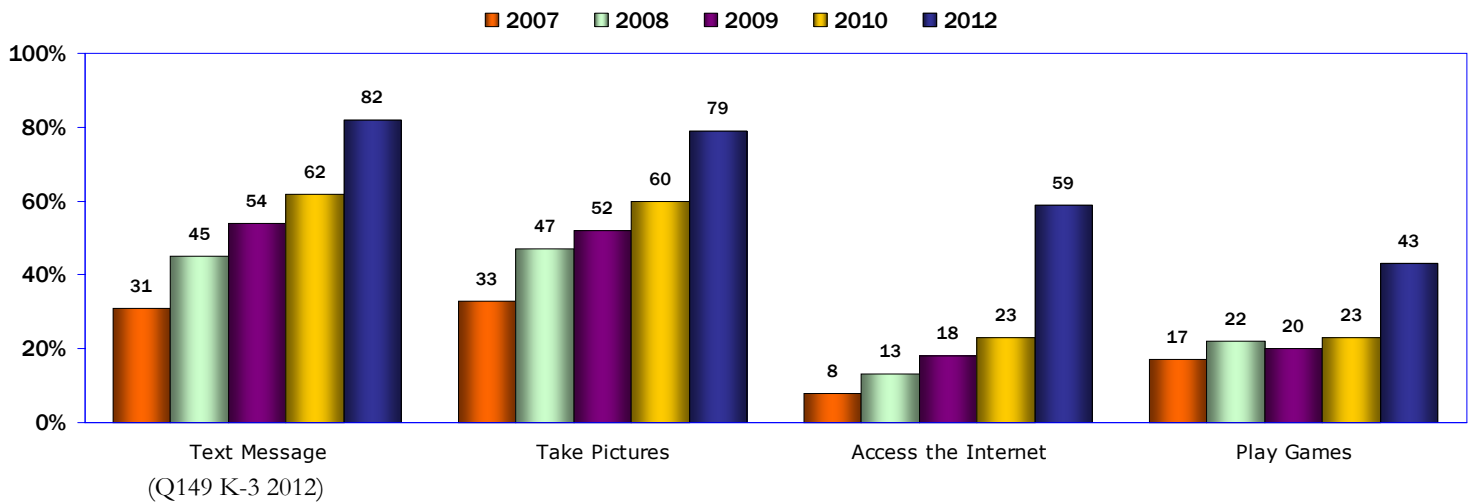
71. Use of cell phone functions

The use of cell phones for functions beyond making voice calls increased substantially in the current Digital Future study.

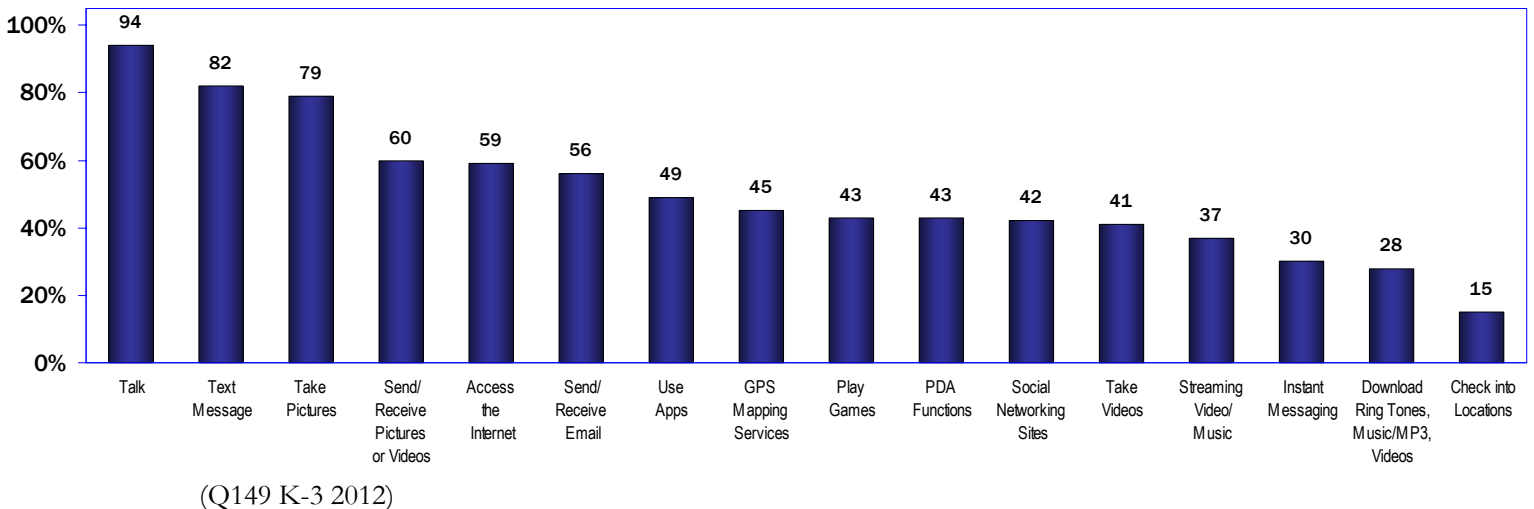
Not surprising is the large increase in the percentage of cell phone users who send and receive text messages with their phones – now 82 percent of cell phone users, up from 62 percent in 2010 and up considerably from 31 percent reported in 2007. Seventy-nine percent of cell phone users take pictures with their phones, an increase from 60 percent in 2010. And 59 percent of cell phone users access the Internet with their phones, two-and-a-half times the 23 percent reported in 2010.

Almost double the percentage of cell phone users in the current study report playing games on their phones (43 percent), compared to 23 percent in 2010.

**Use of cell phone functions
(Cell phone users)**



**Use of cell phone functions
(Cell phone users)**



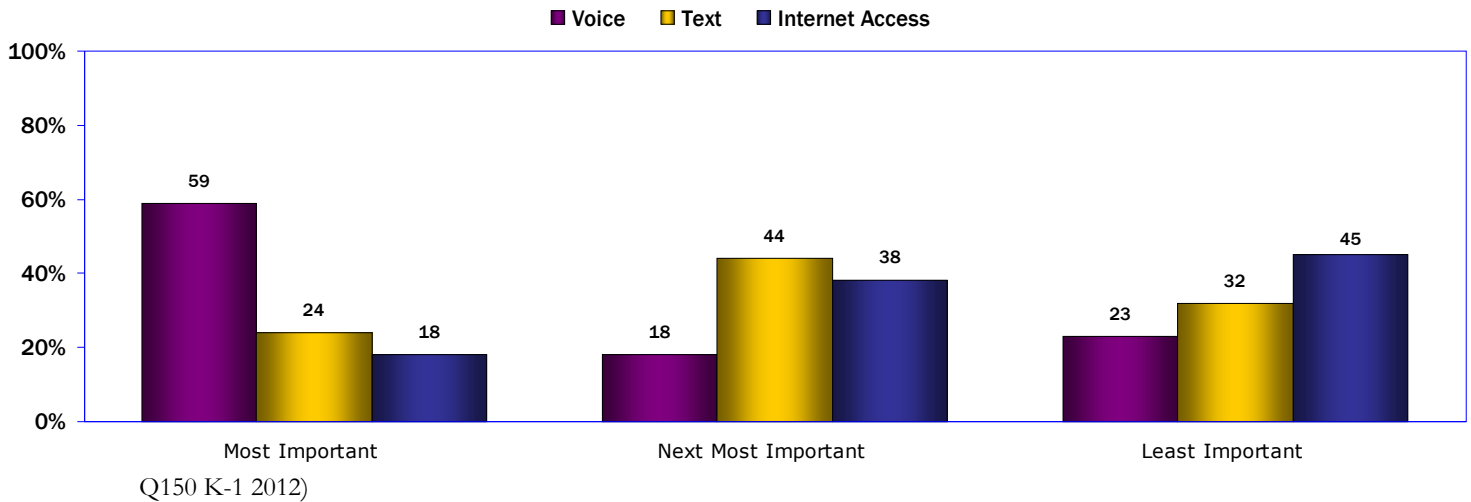
72. Views about smartphone features

What do smartphone owners consider the most important functions of their mobile devices? Even as texting increases at explosive rates (see the previous question), a large percentage of smartphone owners (59 percent) still consider voice communication as the most important function of their device, compared to 24 percent who said texting was most important and 18 percent who said Internet access was most important.

Forty-four percent of smartphone owners said that texting was second in importance, with 38 percent saying Internet access and 18 percent saying voice communication was second.

Forty-five percent said Internet access was the least important function of their smartphones, compared to 32 percent for texting and 23 percent for voice communication.

**For your smartphone, please rank the importance of each of the following functions:
(Smartphone users)**



Consumer Behavior

Adult Internet users who buy online 76%

Internet users who said that online purchasing has reduced their buying in traditional retail stores 59%

Internet users who are very concerned or extremely concerned about the privacy of personal information when or if buying online

(2001)	66%
(2012)	48%

Internet users who are very concerned or extremely concerned about the security of credit card information when buying online

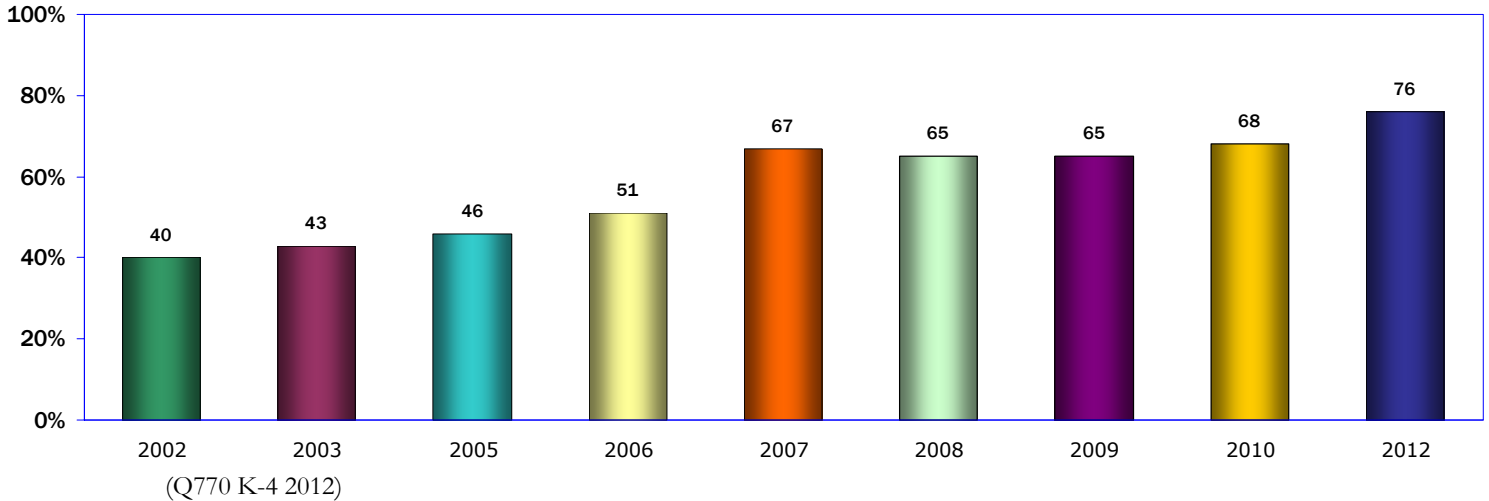
(2001)	71%
(2012)	44%

73. How many Americans are buying online?

After holding at a generally stable level over the last four Digital Future studies, the percentage of Internet users who buy online experienced its largest increase since 2007.

In the current study, 76 percent of Internet users age 18 and older said they buy online, up from 68 percent in 2010 and 65 percent reported in 2009 and 2008.

**Online purchasers
(Internet users age 18 and older)**

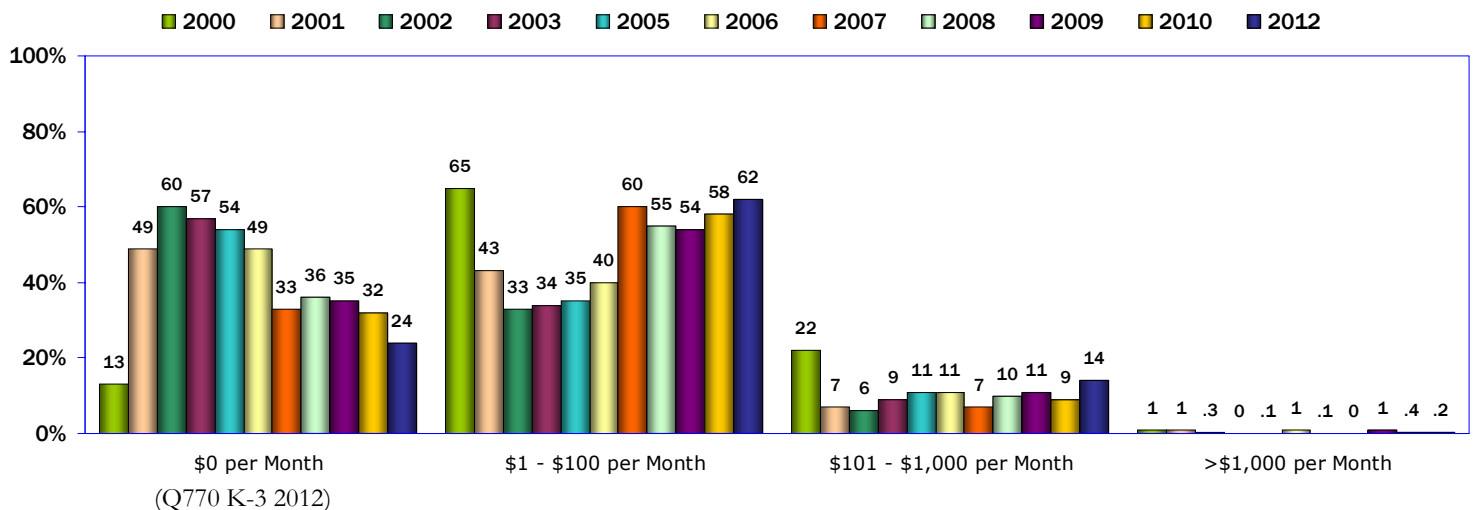


74. How much are online purchasers spending?

The amount that online purchasers spend online is increasing.

Sixty-two percent of Internet users age 18 and older report spending up to \$100 per month online, an increase from 58 percent in 2010. The percentage who spend more than \$100 but less than \$1,000 per month online increased to 14 percent, up from nine percent in the previous study.

**Average monthly purchasing
(Internet users age 18 and older)**



75. Types of online purchases

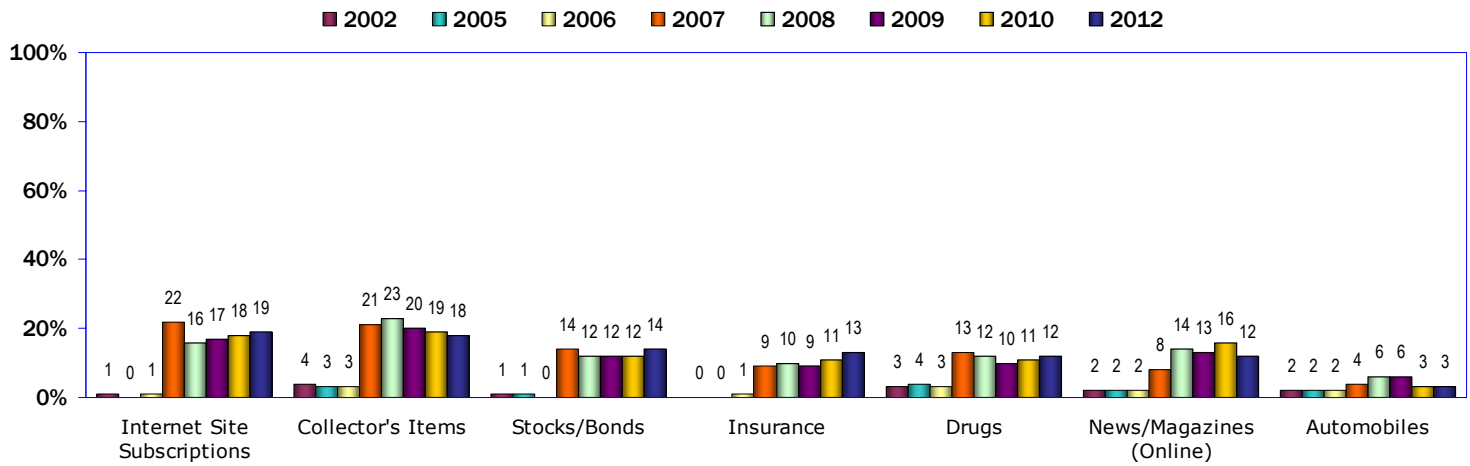
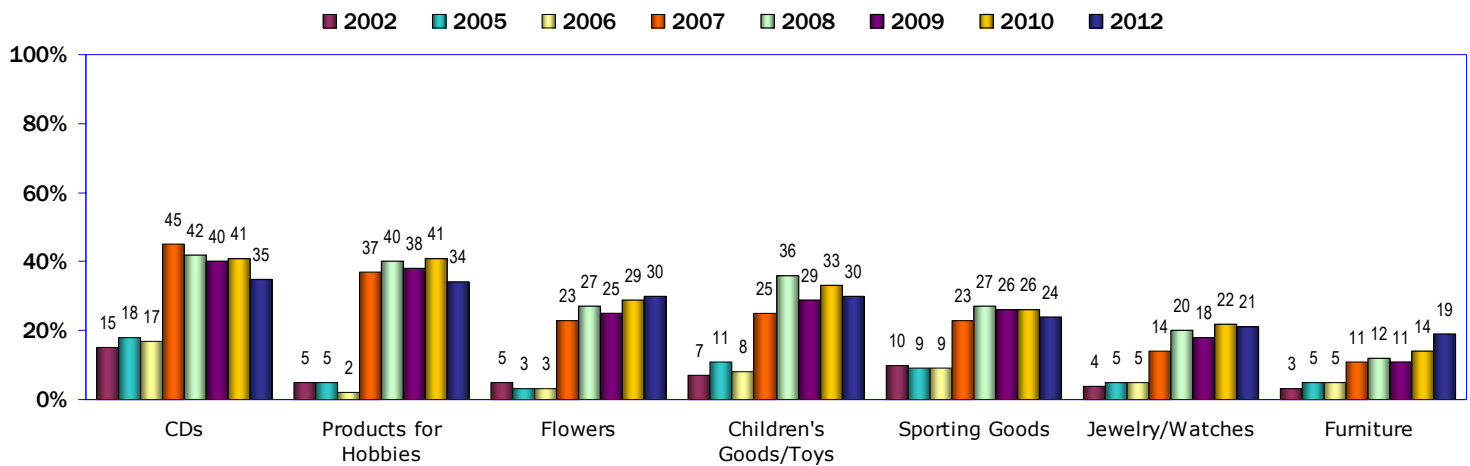
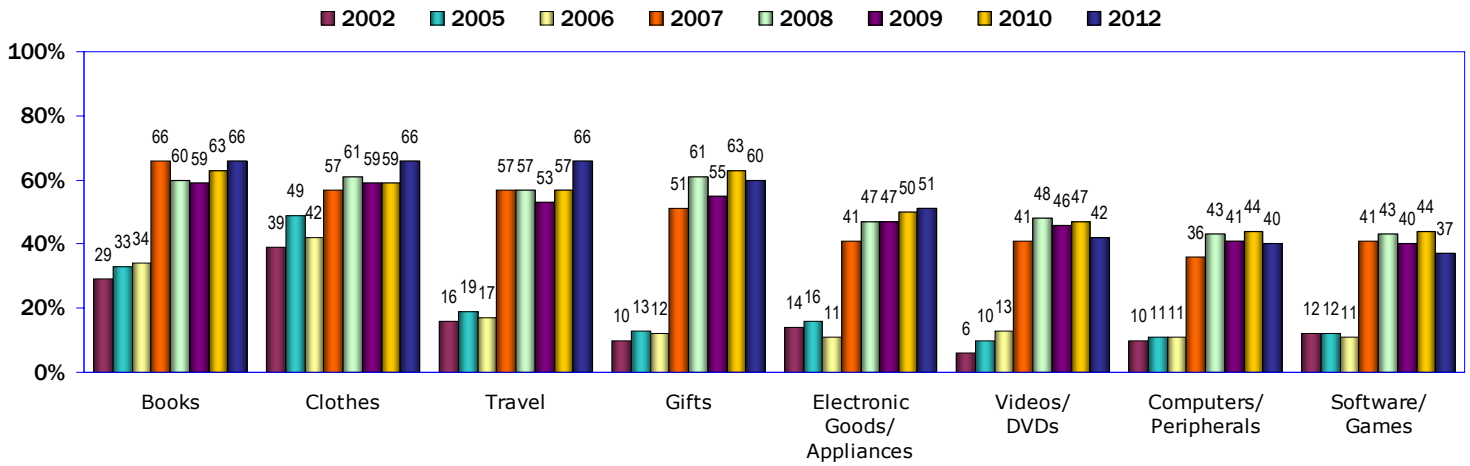
While the percentages of users who bought some principal types of online items increased in the current study, purchasing in several major categories declined (see the next page).

The most popular online purchases are for books, clothes, and travel, each reported by 66 percent of online buyers and each reported by higher percentages than in 2010. Modest increases in online purchasing was also reported for electronic goods, flowers, furniture, Internet site subscriptions, stocks, insurance, and drugs.

However, lower percentages of online buyers reported purchasing gifts, videos or DVDs, software or games, CDs, products for hobbies, children's toys, sporting goods, jewelry or watches, collector's items, and online periodicals.

Of the 22 categories cited in this question, buyers reported increases in ten of them.

**Most popular online purchases
(Internet users who buy online)**



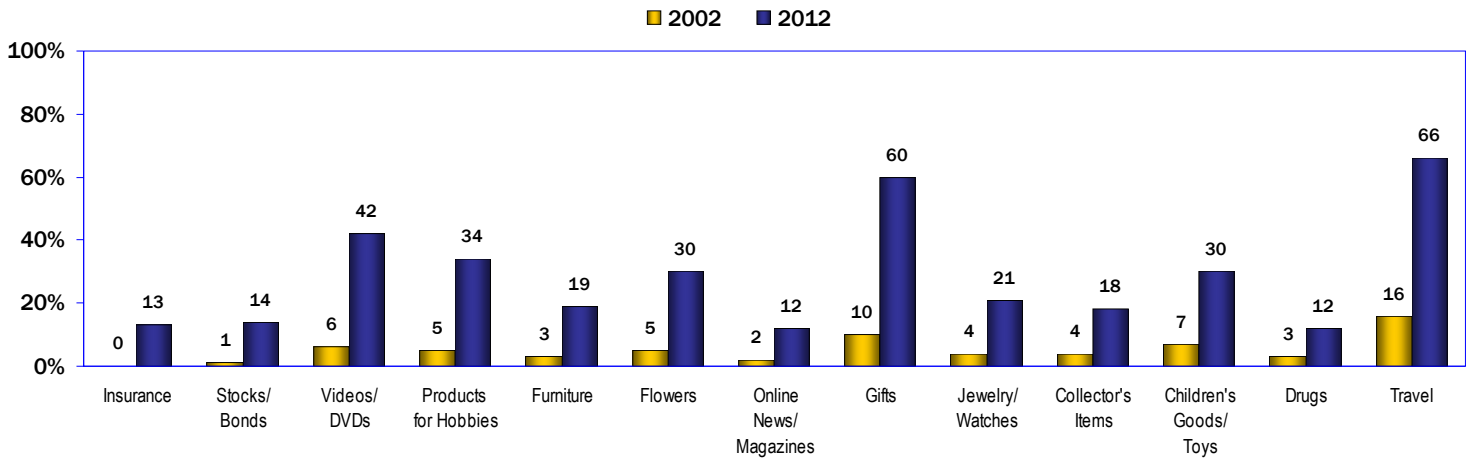
(Q810 K-2 2012)

76. Types of online purchases: 10-year changes

Comparing online buying in 2002 to responses in the current study shows that the largest percentage increases in Internet commerce over a decade involve purchasing for travel (now 66 percent of online buyers, up from 16 percent in 2002) and gifts (now 60 percent, up from 10 percent in 2002).

There were large increases in the percentages of those who buy stocks or bonds, videos or DVDs, products for hobbies, furniture, flowers, online news and magazines, jewelry, collector’s items, children’s goods or toys, drugs, and insurance (which went from zero in 2002 to 13 percent of online buyers in the current study).

**Areas of greatest percentage growth in online purchasing
(Internet users who buy online)**



(Q810 M-1 2012)

Buying online

Buying Online

As a growing number of states begin to require the collection of sales tax for online purchases by residents of those states, how does the increased cost of sales tax affect Internet purchasing? New questions for the Digital Future Project explore that issue in the current study.

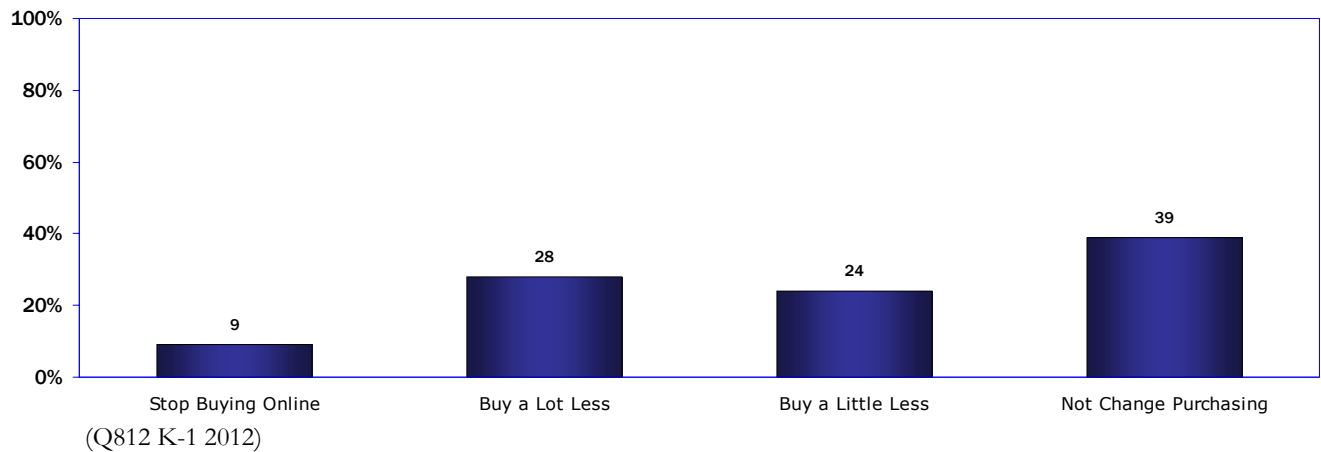
77. How will collection of sales tax affect your Internet purchasing?

More than half of Internet buyers (52 percent) said that if their state starts to collect tax for online purchases, they would buy less online, and nine percent said they would stop buying online altogether.

Only 39 percent said that sales tax charged for online purchases would not change their purchasing.

In addition to the findings on the next three pages regarding buying online and sales tax, see the Trends section on page 171.

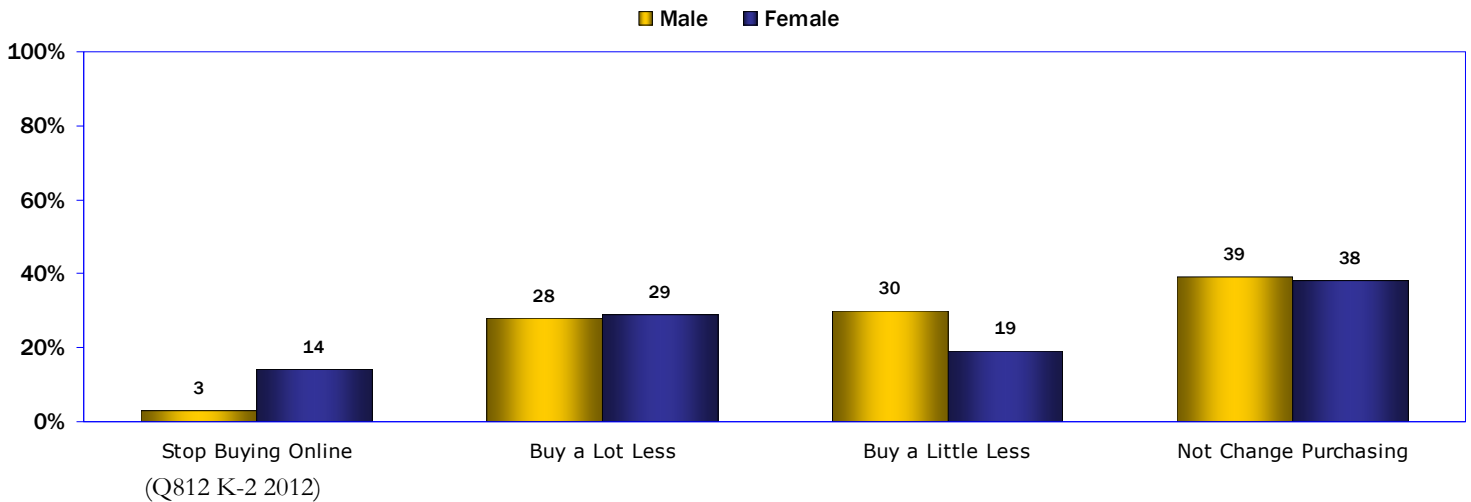
**If your state starts to collect online sales tax, would you:
(Internet users who buy online)**



78. How will collection of sales tax affect your Internet purchasing? (men vs. women)

Men and women report somewhat different views about the effect of sales tax on their online purchasing. While roughly the same percentages said sales tax would not affect their online buying (39 percent of men, 38 percent of women), a larger percentage of women (14 percent) compared to men (three percent) said they would stop buying online if sales tax was charged.

**If your state starts to collect online sales tax, would you:
(Internet Users Who Buy Online)**



79. How will collection of sales tax affect your Internet purchasing? (by age)

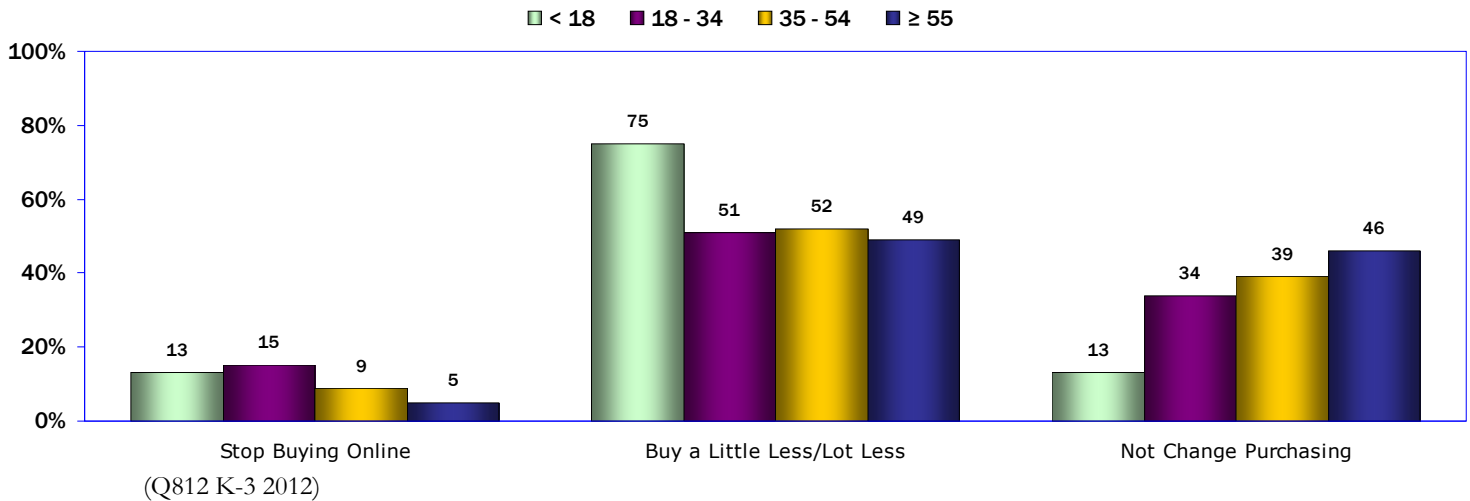
When the findings are viewed by age, the Digital Future Project found that the online buyers most likely to give up Internet purchasing were users under 34 – a prime audience for many e-tailers.

Among users under 18 who buy online, 75 percent said they would buy less if sales tax was charged, and 13 percent would stop buying online.

Among online buyers age 18-34, 51 percent said they would buy less online if their state starts to collect tax for Internet purchases. Within that age range, 15 percent said they would stop buying online entirely because of online sales tax.

The likelihood that sales tax will not change online purchasing habits increases as age increases. While only 13 percent of online buyers under 18 who buy online said sales tax would not change their online purchasing, 34 percent of online buyers age 18-34, 39 percent of those 35-54, and 46 percent of online buyers age 55 and older said that sales tax would not change their online purchasing.

**If your state starts to collect online sales tax, would you:
(Internet users who buy online)**

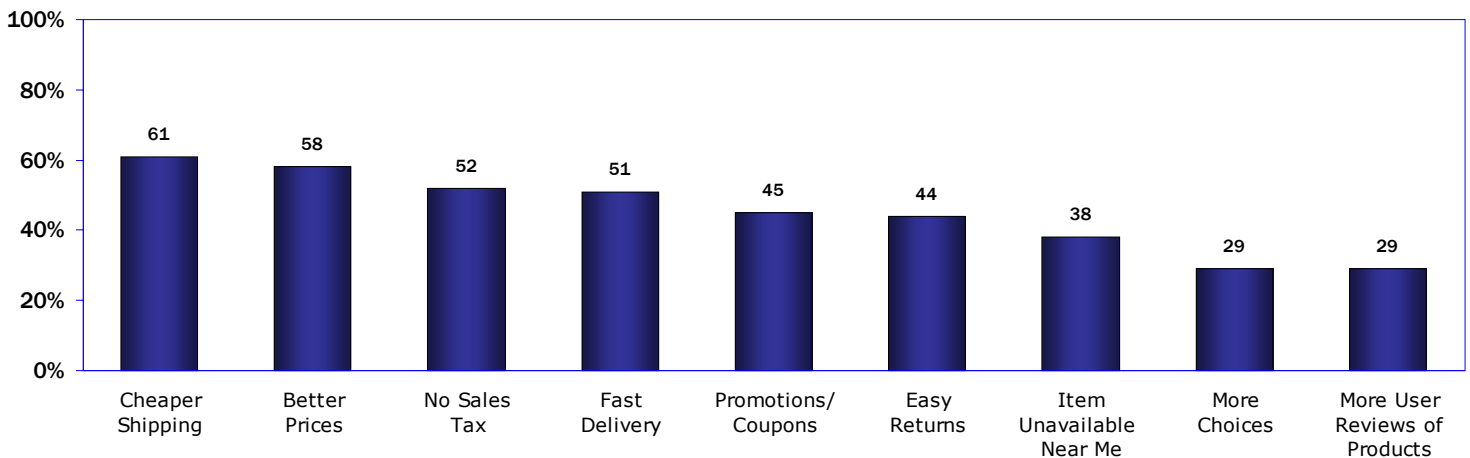


80. Factors that could lead to more online purchasing

While almost 40 percent of online buyers said that sales tax would not change their Internet purchasing (see page 87), an even higher percentage said that the absence of sales tax would increase their online buying.

When asked what would lead Internet users who buy online to make more purchases, understandably costs – cheaper shipping and better prices – were the two most-cited reasons. However, 52 percent said that “no sales tax” would lead to purchasing more online -- larger than the percentage reported for improvements in delivery, promotions, easy returns, and the benefit of items that are otherwise unavailable nearby.

**What could lead you to purchase more online?
(Internet users who buy online)**

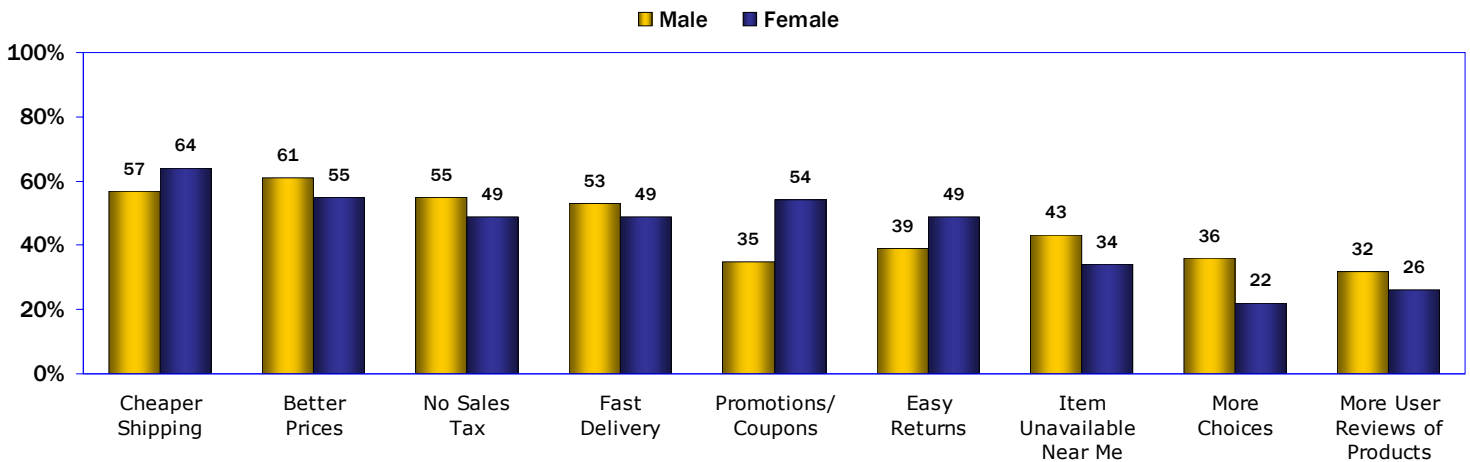


(Q811 K-1 2012)

81. Factors that lead to more online purchasing: men vs. women

Larger percentages of men than women cited better prices, no sales tax, fast delivery, items unavailable nearby, more choices, and more user reviews of products as reasons that could lead to more purchasing online. Larger percentages of women than men cited cheaper shipping, and promotions or coupons as factors that could lead to more purchasing.

**What could lead you to purchase more online?
(Internet users who buy online)**



(Q811 K-2 2012)

82. Privacy concerns when buying online

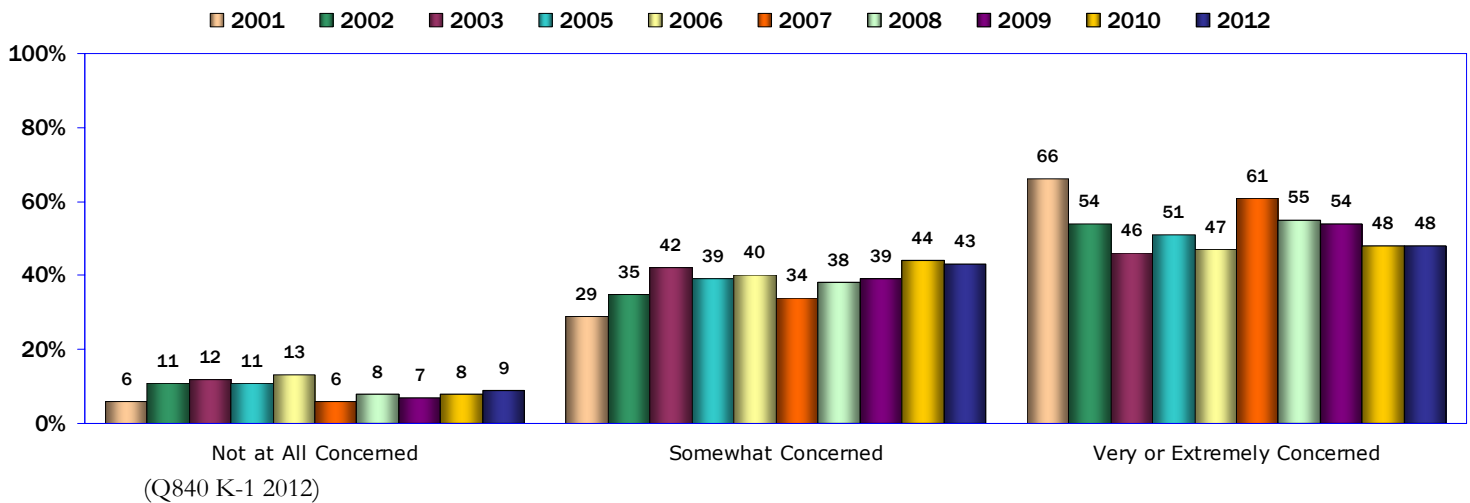
The percentage of Americans who reported some level of concern about the privacy of personal information when or if they buy online has declined slightly for the fourth consecutive Digital Future study.

In the current study, 91 percent of respondents age 16 and older expressed some level of concern (somewhat concerned, very concerned, or extremely concerned) about the privacy of their personal information when or if buying online, down slightly from 92 percent in 2010, and 93 percent in 2009 and 2008.

In the current study, 48 percent of all respondents age 16 or older said they were very concerned or extremely concerned, the same as in 2010 but down from 54 percent in 2009 and 55 percent in 2008.

Nine percent of respondents said they are not at all concerned about the privacy of personal information when or if buying online.

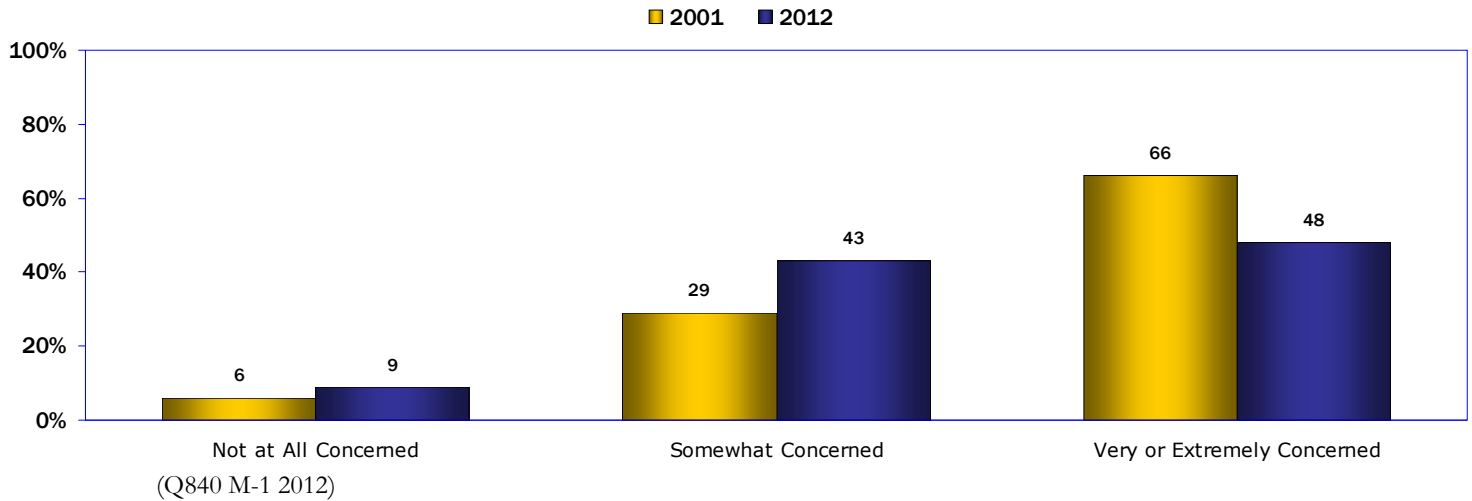
**Concerns about privacy of personal information when or if buying online
(Respondents age 16 and older)**



83. Privacy concerns when buying online: comparison to 2001

Comparing views about the privacy of personal information when or if buying online from the current study to responses in 2001 when this question was first asked in the Digital Future study shows a lower percentage of respondents reporting the highest levels of concern, a higher percentage of respondents with moderate concerns, and a small increase among those who are not at all concerned.

**Concerns about privacy of personal information when or if buying online
(Respondents age 16 and older)**

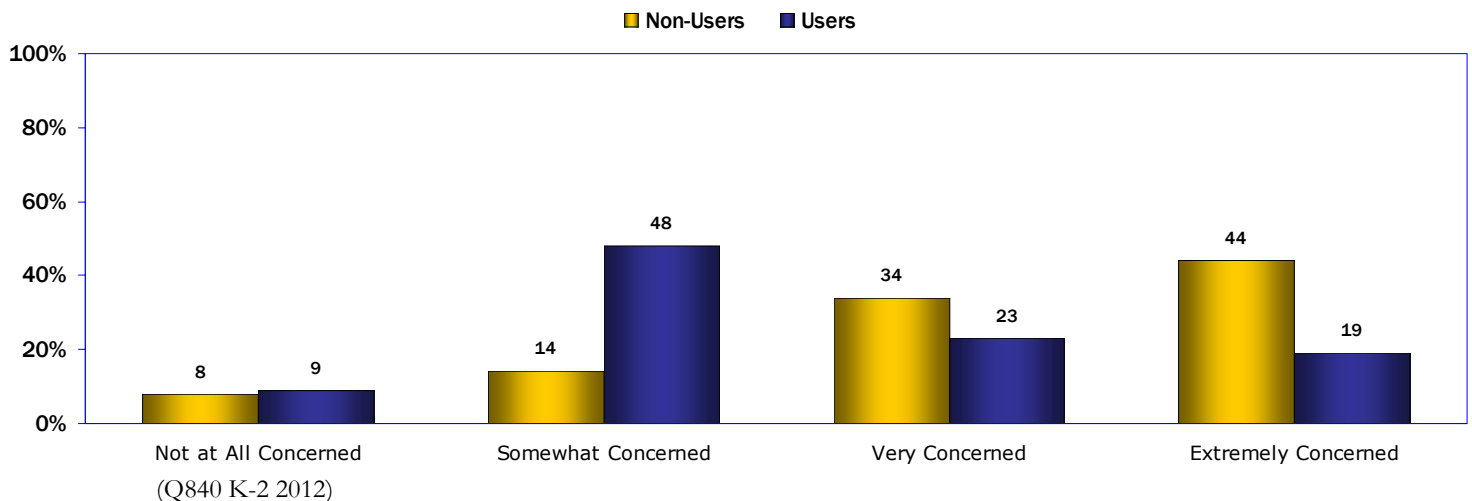


84. Privacy: comparing concerns among users vs. non-users

Comparing users to non-users' concerns about the privacy of personal information when or if buying online shows that much larger percentages of non-users express the highest levels of concern.

Forty-two percent of users report the highest levels of concern (very concerned or extremely concerned), compared to 78 percent of non-users. And forty-eight percent of users are only somewhat concerned, compared to 14 percent of non-users.

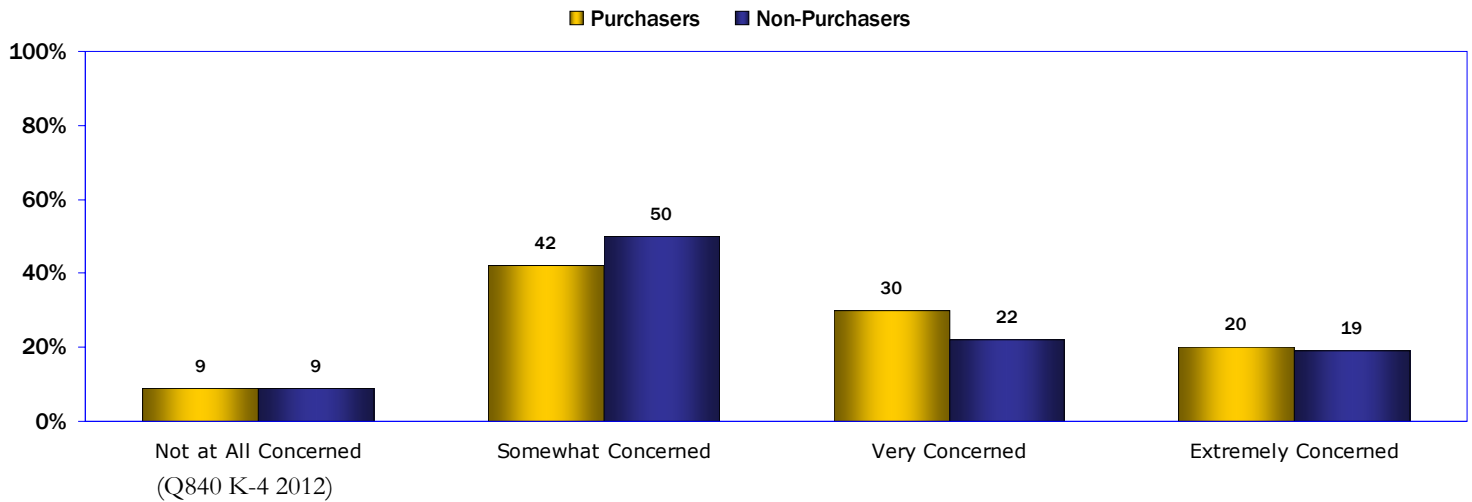
**Concerns about privacy of personal information when or if buying online
(Respondents age 16 and older)**



85. Privacy concerns: Internet non-purchasers vs. purchasers

Do Internet users who do buy online have different views about the privacy of personal information from users who don't buy online? The current study found only modest differences between online purchasers and non-purchasers: fifty percent of Internet purchasers are very or extremely concerned about privacy of personal information when or if buying online, compared to 41 percent of non-purchasers.

**Concerns about privacy of personal information when or if buying online
(Internet users age 16 and older)**



86. Credit card information: concerns about security

Although most respondents continue to report some concerns about credit card security when or if buying online, the percentage of respondents expressing the highest levels of concern has been declining in recent years, and has now dropped to the lowest figure thus far in the Digital Future Project.

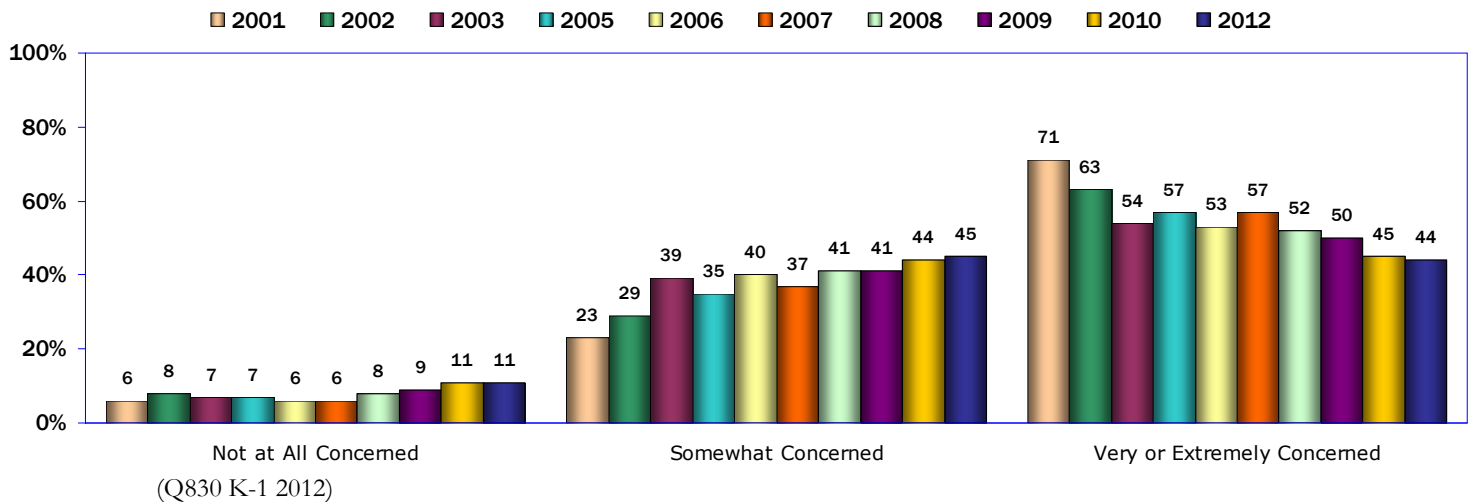
The current study found that 44 percent of respondents age 18 and older who have a credit card are very concerned or extremely concerned about credit card security when or if buying online, a new low for the Digital Future studies. This continues a steady downward trend from 45 percent in 2010, 50 percent in 2009, 52 percent in 2008, and 57 percent in 2007.

At the same time, the percentage of respondents who report a lower level of concern has been generally increasing since 2008; the 45 percent in the current study who report being only somewhat concerned about credit card security when or if buying online represents the largest percentage yet reported in the Digital Future studies.

In total, however, the percentage of respondents who express some level of concern has remained generally stable since 2009: 89 percent in the current study, 89 percent in 2010, and 91 percent in 2009.

The percentage of respondents who said they are not concerned about credit card security has increased only marginally since 2006, but the 11 percent of respondents who said they are not concerned at all about credit card security when or if buying online remains at the highest point thus far in the Digital Future studies.

**Concerns about credit card security when or if buying online
(Respondents age 18 and older who have a credit card)**

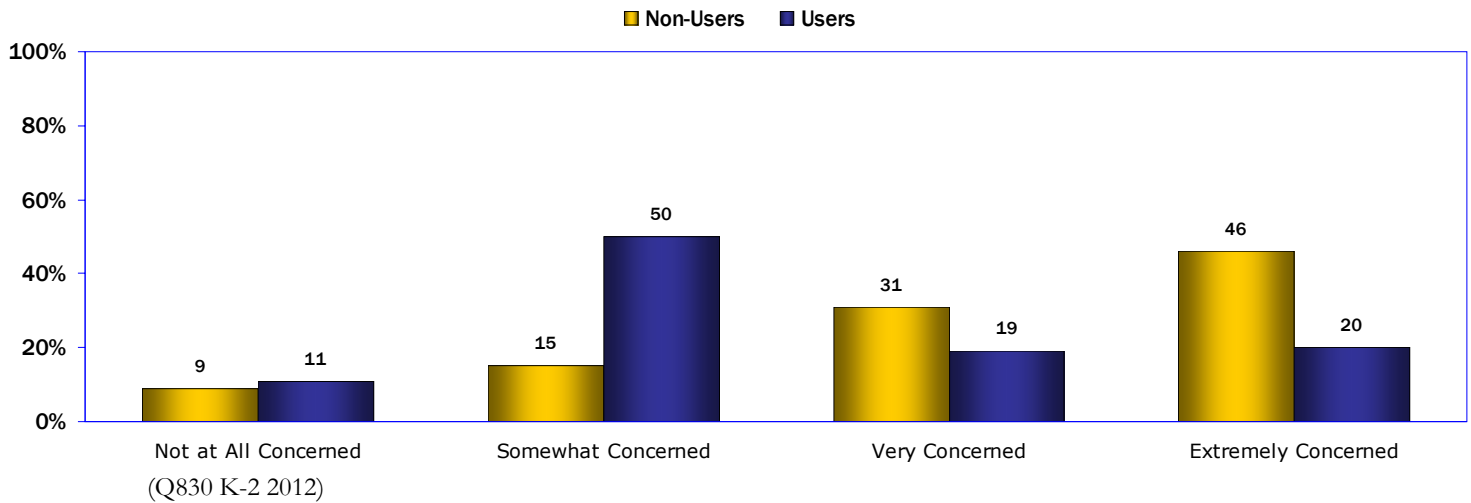


87. Credit card security: comparing concerns among users and non-users

Non-users are not only more concerned than users about the privacy of personal information related to buying online (see page 92), but much larger percentages of Internet non-users than users also express the highest levels of concern about credit card security when or if buying online.

Almost twice the percentage of non-users (77 percent) compared to users (39 percent) said they would be very concerned or extremely concerned about their credit card information when or if buying online.

**Concerns about credit card security when or if buying online
(Respondents age 18 and older who have a credit card)**

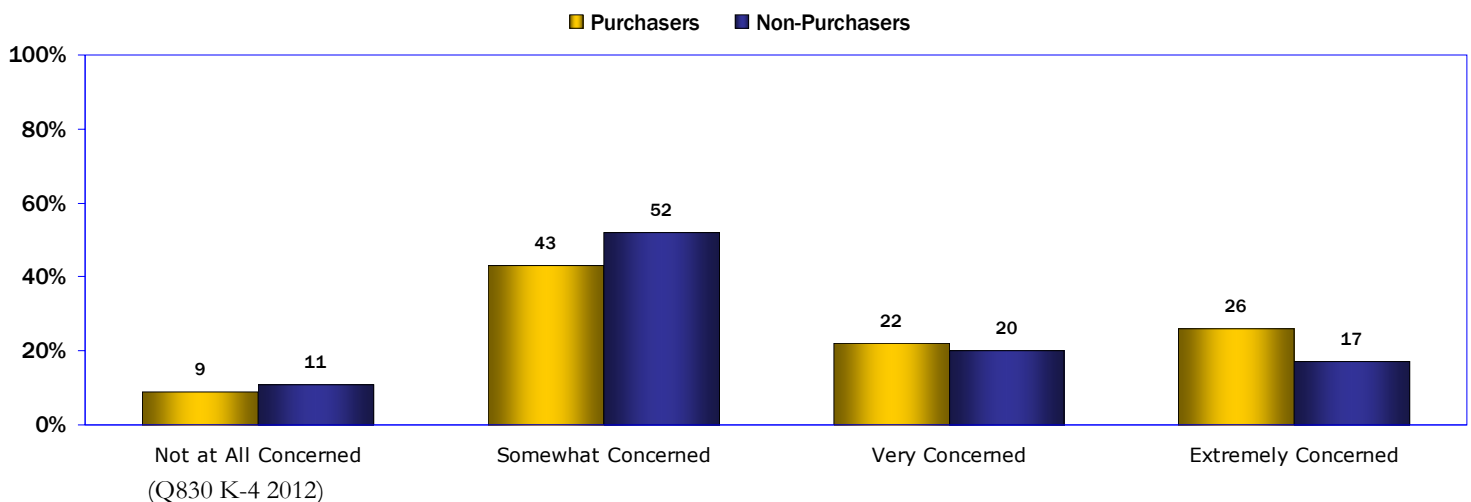


88. Credit card information: comparing concerns among non-purchasers and purchasers

As with respondents in the current study reporting their concerns about the security of personal information when or if buying online, there is a moderate difference in the percentage of purchasers and non-purchasers reporting the highest levels of concern about their credit card security.

Thirty-seven percent of purchasers and 48 percent of non-purchasers age 18 and older who have a credit card said they would be very concerned or extremely concerned about credit card security when or if buying online.

**Concerns about credit card security when or if buying online
(Respondents age 18 and older who have a credit card)**



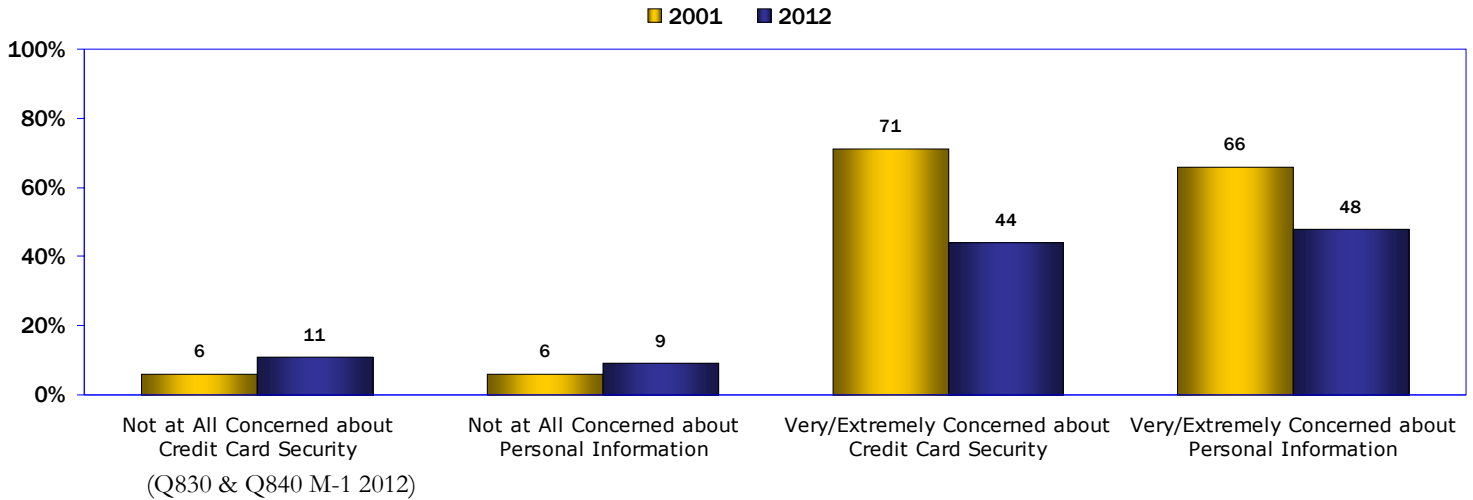
89. Credit card information: comparisons to 2001

Comparing concerns about personal security and credit card information when or if buying online in 2001 to the current study shows a significant drop in the highest levels of concern (very concerned or extremely concerned).

In 2001, 71 percent of respondents age 18 and older who have a credit card said they were very concerned or extremely concerned about credit card security when or if buying online, compared to 44 percent in the current study.

Two-thirds of respondents age 16 and older in 2001 said they were very concerned or extremely concerned about personal information when or if buying online, compared to 48 percent in the current study.

**Concerns about credit card security/personal information
(Respondents age 18 and older who have a credit card and respondents age 16 and older)**



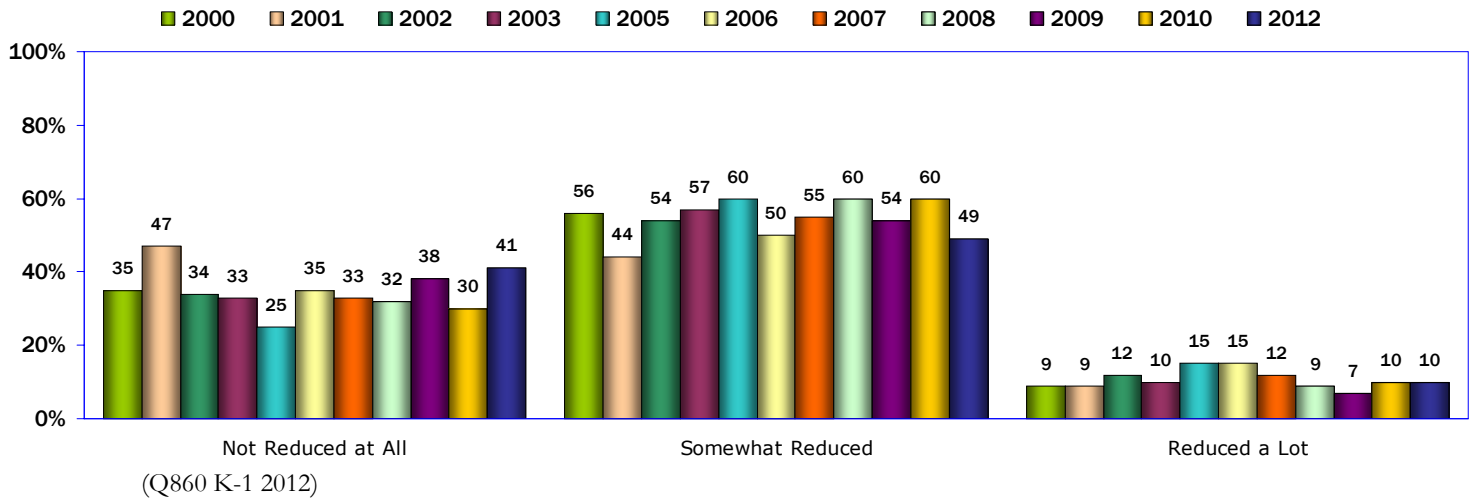
90. Buying online: effects on traditional retail purchasing

Is online purchasing having less of an effect on buying in retail stores? A high percentage of online purchasers said their purchasing online has reduced their buying in retail stores, but this figure has declined to its lowest level since 2001.

Fifty-nine percent of Internet users who buy online said their online purchasing reduces their buying in traditional retail stores somewhat or a lot – down from 70 percent in 2010 and 61 percent in 2009. The only time that a lower percentage of respondents was reported for this question was 53 percent in 2001.

The forty-one percent who said that online buying has not reduced their traditional retail purchasing represents the second-highest level in the Digital Future studies, surpassed only by the 47 percent reported in 2001.

**Does buying online affect purchasing in traditional retail stores?
(Internet users who buy online)**



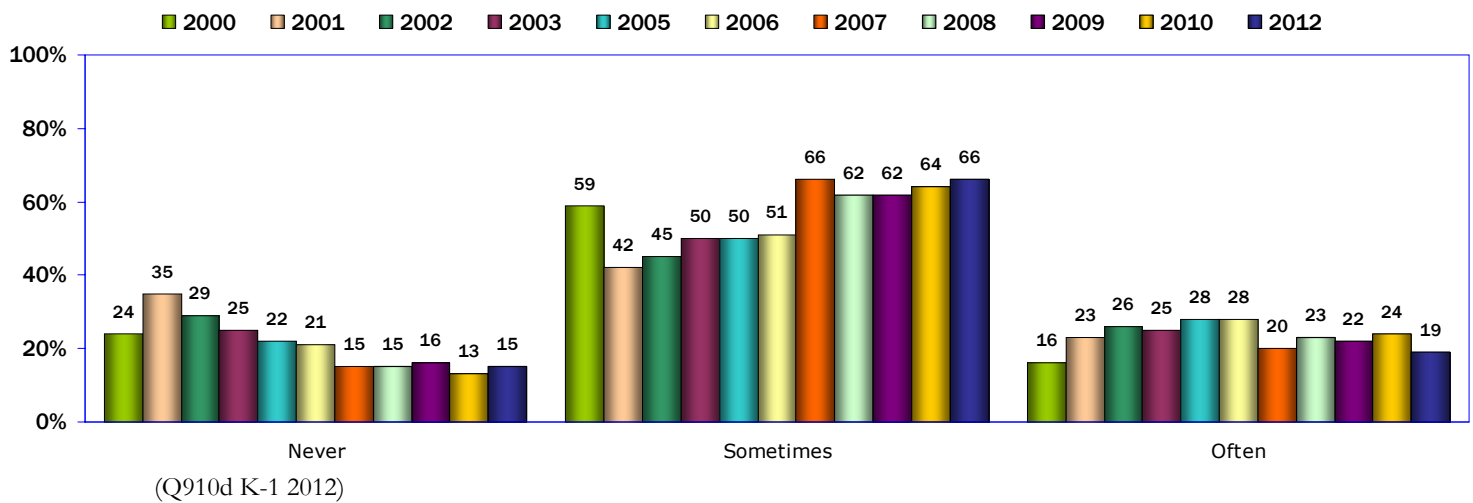
91. Browsing and buying products: retail stores vs. the Internet

The Internet continues to serve as a powerful tool that a very large percentage of users employ for research about products and services before they buy in traditional retail stores. And large percentages of users continue to say that they often browse in local retail stores before they buy online.

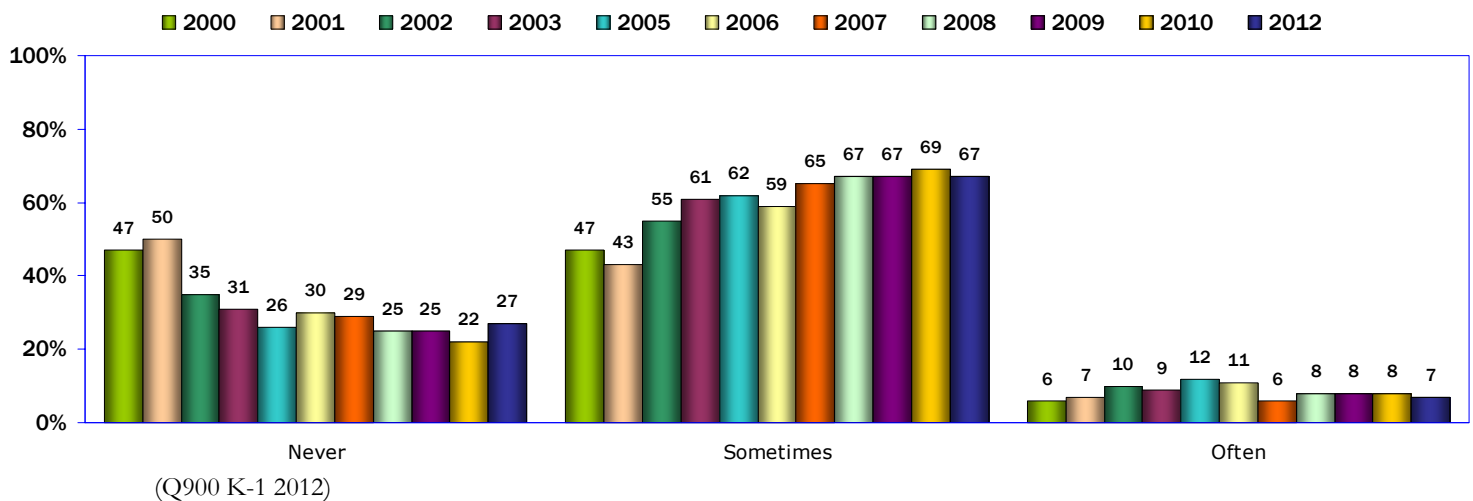
Eighty-five percent of Internet buyers said they browse online and then buy in traditional retail stores, down slightly from 88 percent who reported the same response in 2010. Seventy-four percent of users said they browse in stores and then buy online, also down marginally from 77 percent in 2010.

Only 15 percent of Internet buyers said they never browse online and then buy in retail stores, up slightly from 13 percent in 2010. However, 27 percent of users said they never browse in stores and then buy online, an increase from 22 percent in the previous study.

**Internet buyers who browse online, then buy in stores
(Internet users)**



**Internet buyers who browse in stores, then buy online
(Internet users who buy online)**



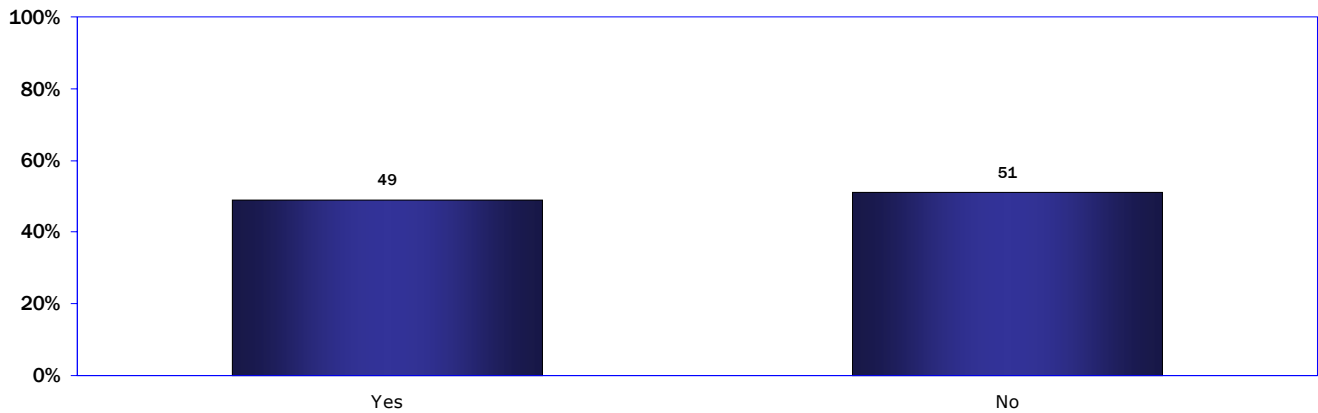
92. Browsing and price-comparing in stores and online with a mobile device

The practice of combining browsing in a store with on-the-spot price comparing with a mobile device is done by notable percentages of respondents.

In a new question for the Digital Future Project, almost half of online purchasers who browse locally but buy online (49 percent) said they have compared prices on a mobile device while in a store to see if there is a better deal available online.

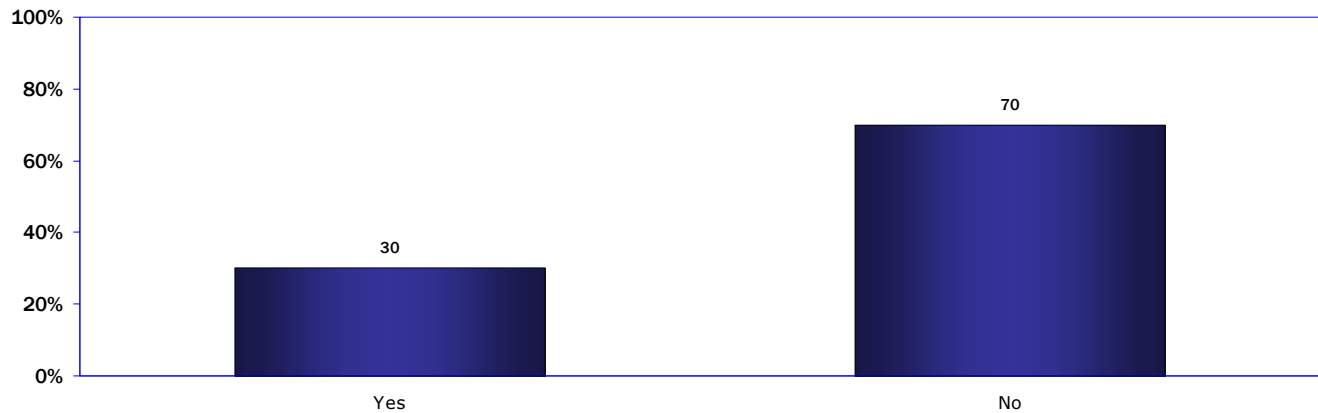
A smaller percentage of Internet users overall – 30 percent – said they have used a mobile device while in a store to determine if a better deal was available at another store nearby.

**Have you ever done a price comparison on your mobile device while in the store to find if there is a better deal available online?
(Online purchasers who browse for products in local stores but purchase online)**



(Q901a K-1 2012)

**Have you ever done a price comparison on your mobile device while in the store to find if there is a better deal available at some store nearby?
(Internet users)**



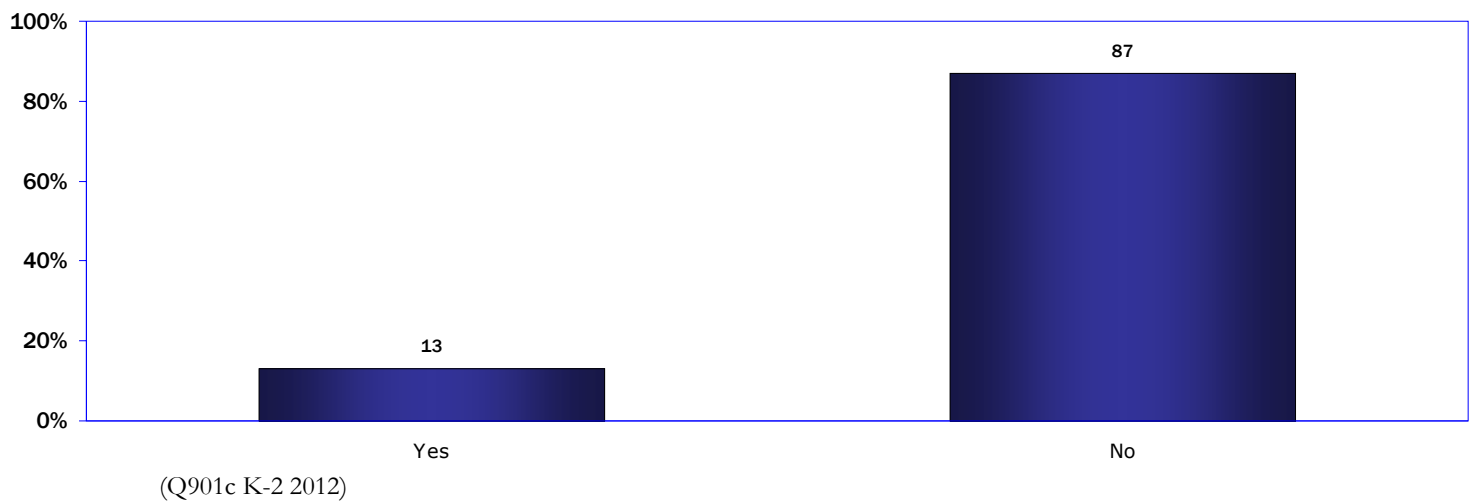
(Q902 K-1 2012)

93. Browsing in stores and buying online on-the-spot with a mobile device

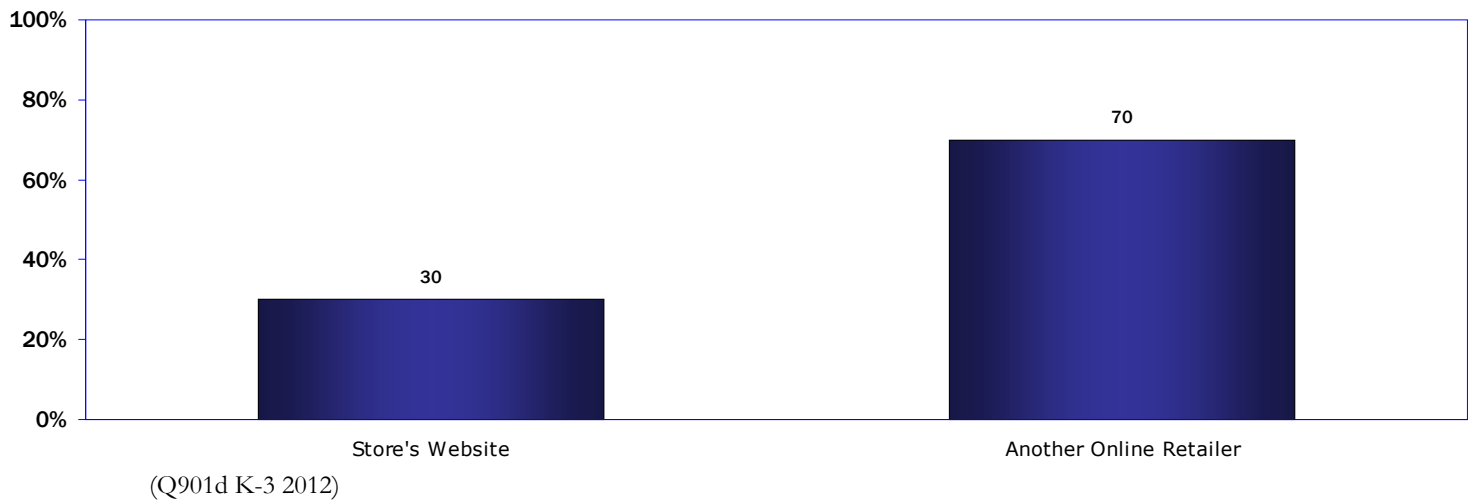
Even more decisive than browsing in stores and price comparing with a mobile device (see the previous page) is browsing locally and then making a purchase online while in the store.

Only 13 percent of online purchasers who browse locally but purchase online said they have purchased a product online with a mobile device while in the store. In most cases (70 percent) that purchase was from a competing online retailer, and not from the store’s website.

**Have you ever purchased a product online on your mobile device while in the store?
(Online purchasers who browse for products in local stores but purchase online)**



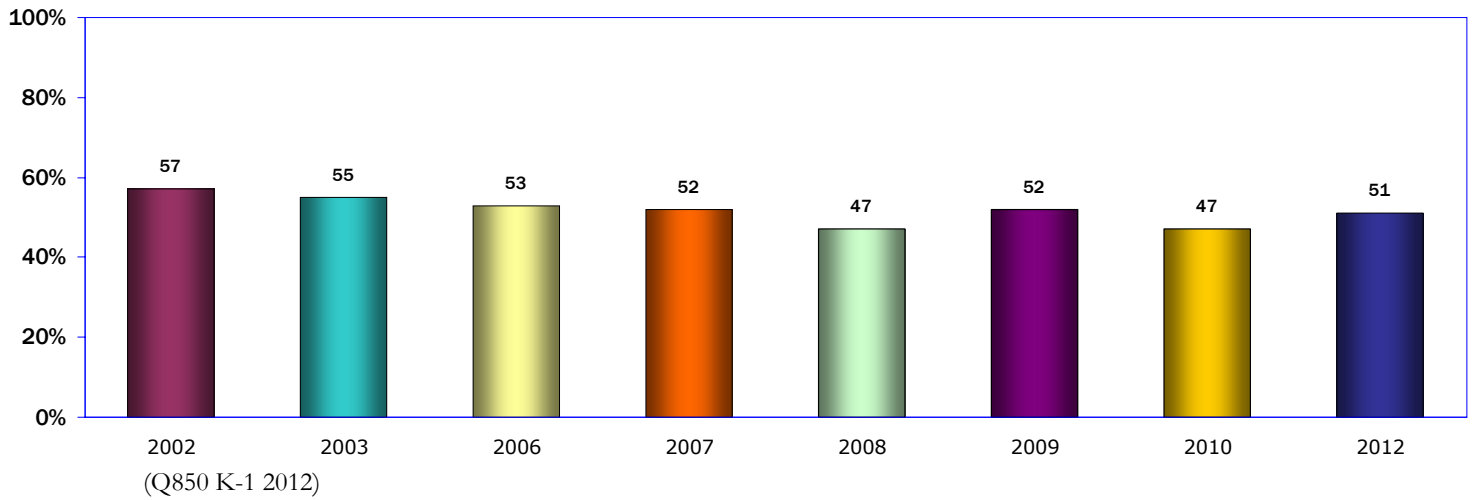
**Was the purchase from the store's web site or from another online retailer?
(Online purchasers who look at and shop for products in local stores but purchase online)**



94. Views about risking privacy by going online

Given findings on the concern over personal information security when or if buying online (see pages 91-96), it is not surprising that a majority of Internet users said that people who go online put their privacy at risk. After that percentage declined in 2010 to the lowest level in the Digital Future studies, it increased to 51 percent in the current study.

**People who go online put their privacy at risk
(Internet users - agree or strongly agree)**



95. Views about privacy

The Digital Future Project asked respondents about five statements concerning privacy.

“I have nothing to hide.”

“We are really in the era of ‘Big Brother’” (a reference to George Orwell’s book, *1984*).

“There is no privacy – get over it.”

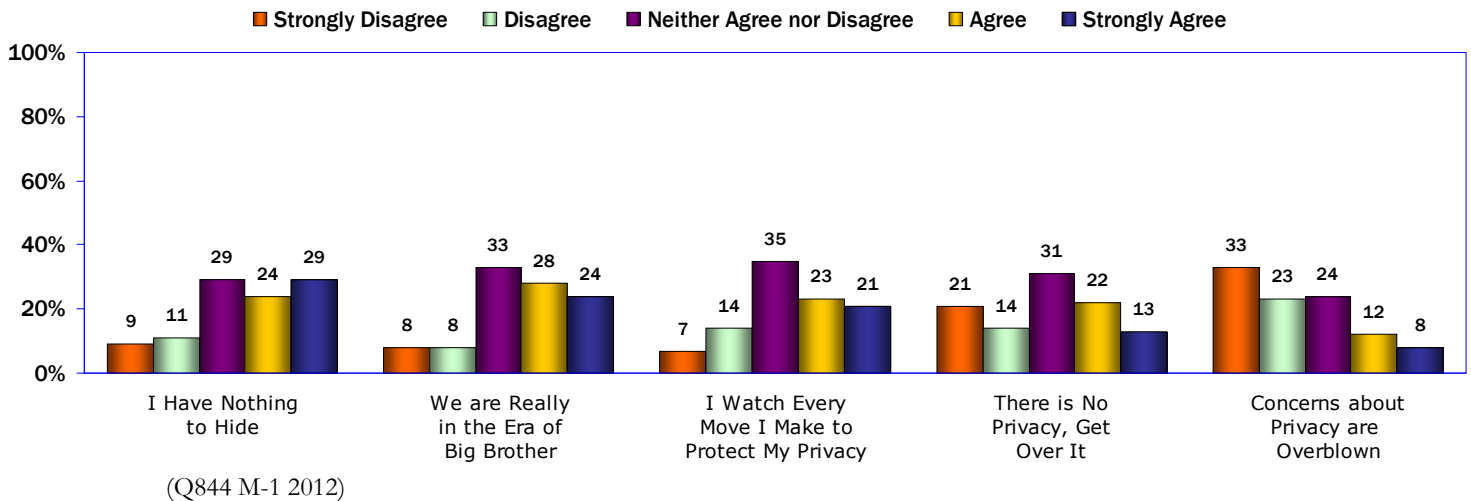
“I watch every move I make to protect my privacy.”

“Concerns about privacy are overblown.”

The survey found the largest percentage of agreement with the statement, “I have nothing to hide,” with 53 percent of respondents agreeing or strongly agreeing with that statement; only 20 percent disagree. Fifty-two percent agree that “we are really in the era of Big Brother,” while 16 percent disagree. And 35 percent agree that “there is no privacy – get over it,” while 35 percent disagree.

Forty-four percent of respondents agree or strongly agree that “I watch every move I make to protect my privacy.” Only 20 percent of respondents agree that concerns about privacy are overblown.

**Views about privacy
(Respondents age 16 and older)**

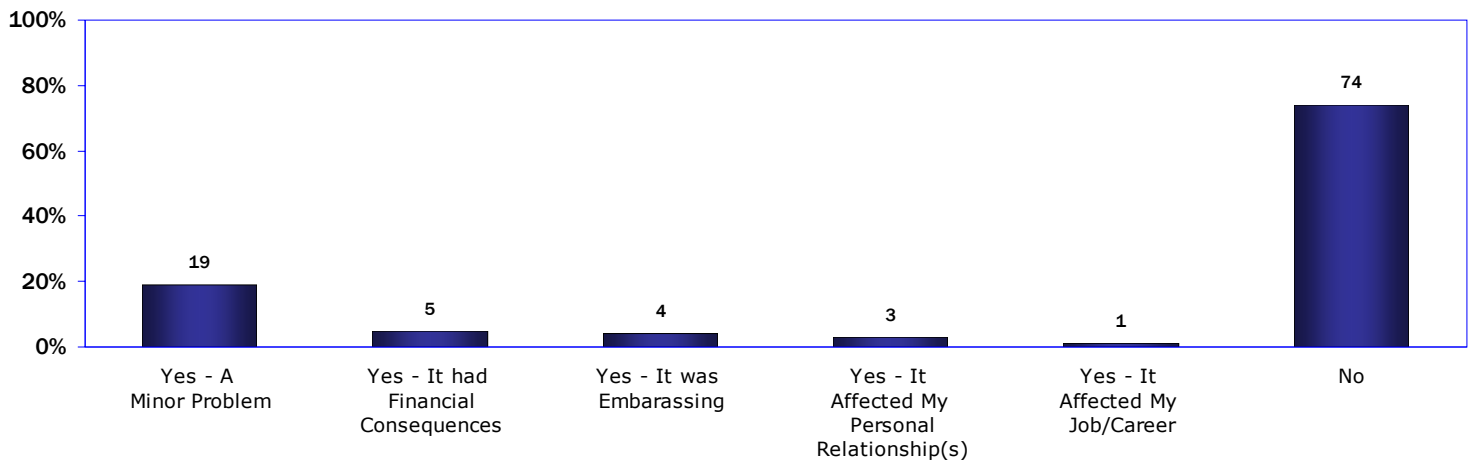


96. Privacy violation online

Have Internet users ever had their privacy violated online? For 74 percent of Internet users, the answer is no.

However, more than one-quarter of users (26 percent) said they have had their privacy violated online. They reported a variety of consequences including minor problems (19 percent), financial impact (five percent), embarrassing situations (four percent), effects on personal relationships (three percent), and effects on jobs or career (one percent).

**Have you ever had your privacy violated online?
(Internet users)**



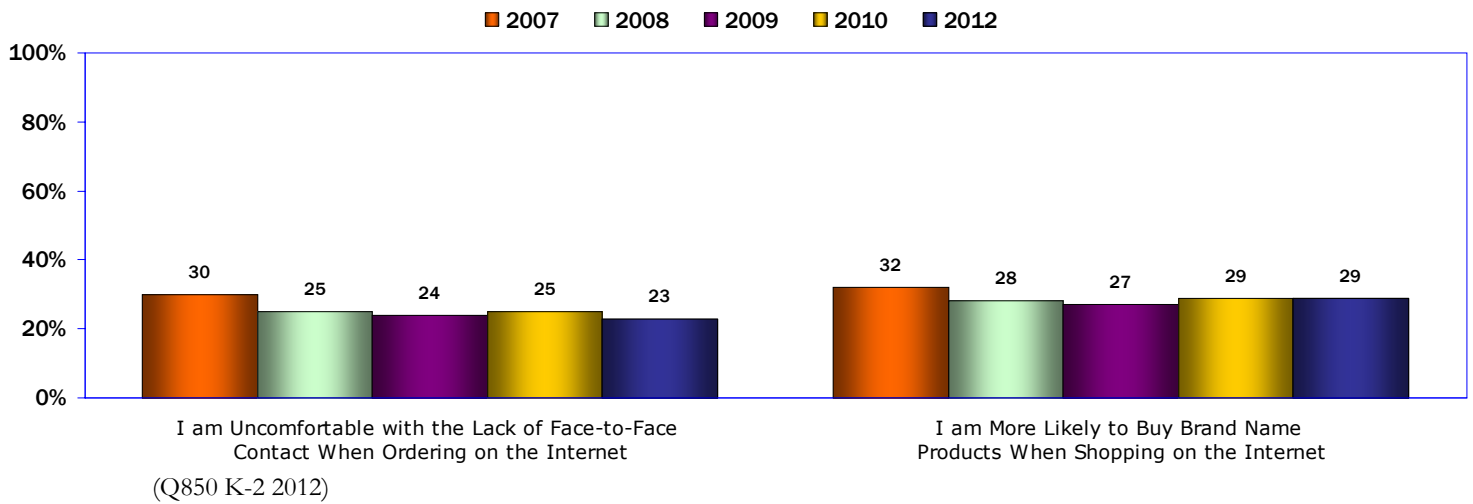
(Q842 K-1 2012) (Multiple responses possible)

97. Views about buying online and in local stores

A modest (but still notable) percentage of Internet users report some discomfort with the lack of face-to-face contact when ordering on the Internet – 23 percent in the current study, down from 25 percent in 2010 and now the lowest level yet reported in the Digital Future Project.

The percentage of Internet users who agree that they are more likely to buy brand-name products online remained stable at 29 percent.

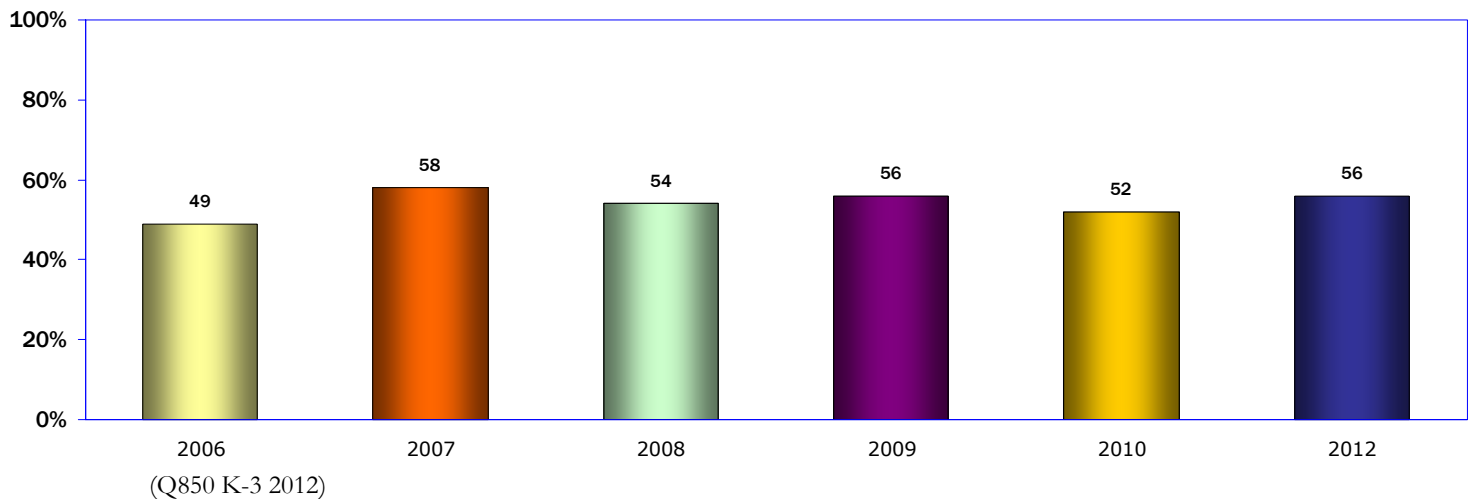
**Views about buying online and in local stores
(Internet users – agree or strongly agree)**



98. Views about shopping online (product quality)

A large and fluctuating majority of Internet users continue to agree that judging the quality of products is difficult when shopping online. Fifty-six percent of users agree that it is difficult to assess product quality or accuracy of product descriptions when shopping on the Internet – an increase from 52 percent in 2010.

**It is difficult to assess product quality or accuracy of product descriptions when shopping online
(Internet users – agree or strongly agree)**



Communication Patterns

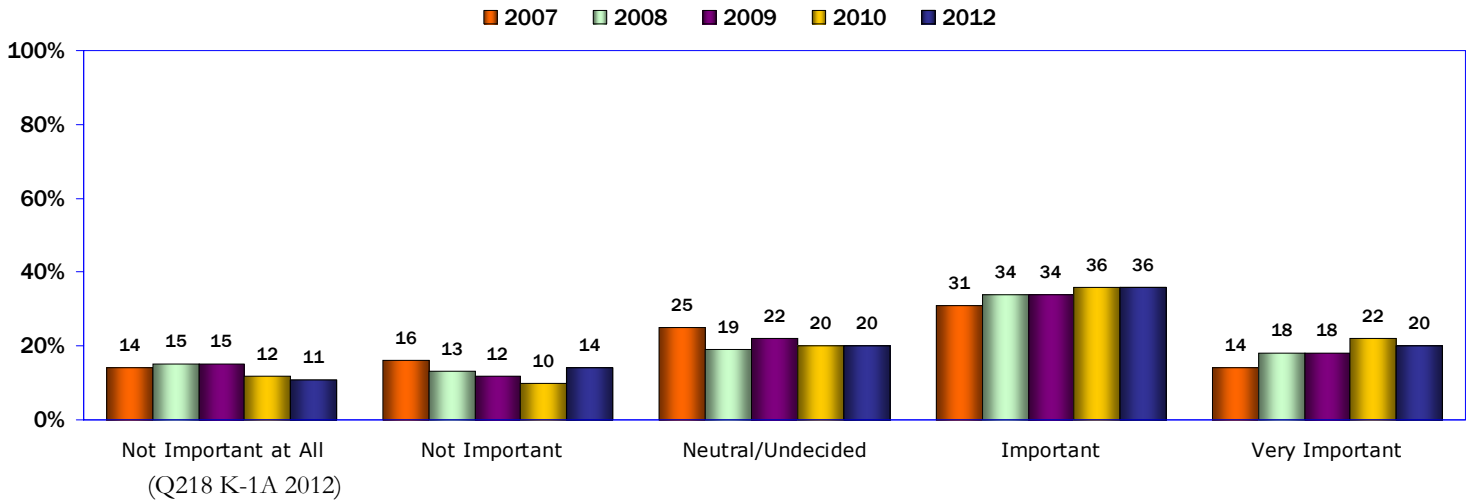
Users who said the Internet is important or very important for maintaining social relationships	56%
Cell phone users who said texting is important or very important for maintaining social relationships	43%
Average number of friends met online but not met in person	11.1
Average number of friends met in person whom they originally met online	3
Internet users who have been bullied or harassed online	10%
Users who have received unwanted sexual attention online	21%

99. The Internet and social relationships

As online social networking continues to increase, a large percentage of Internet users said that going online is important to maintaining their social relationships. But that percentage declined slightly – now 56 percent of users.

And 25 percent of users said the Internet has no importance in maintaining their social relationships – an increase from the lower level of 22 percent in 2010.

How Important is the Internet for Helping You Maintain Social Relationships (Internet users)

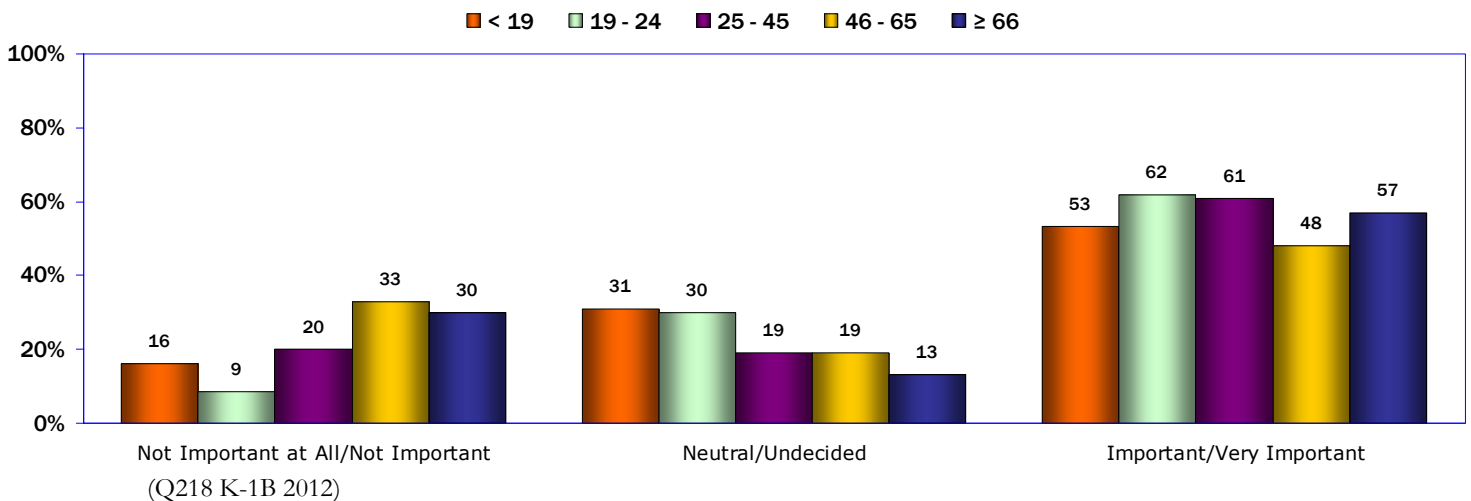


100. The Internet and social relationships: by age

In general, the Internet is viewed as important for maintaining social relationships by Internet users of all ages.

Examining how the Internet affects maintenance of social relationships by age shows that the percentage of those who consider the Internet important or very important for social relationships is highest among users ages 19 to 24 (62 percent), followed closely by users ages 25 to 45 (61 percent). The only age group for which less than half of users said the Internet was important or very important for social relationships is users age 46-65 (48 percent).

How important is the Internet for helping you maintain social relationships (Internet users by age)

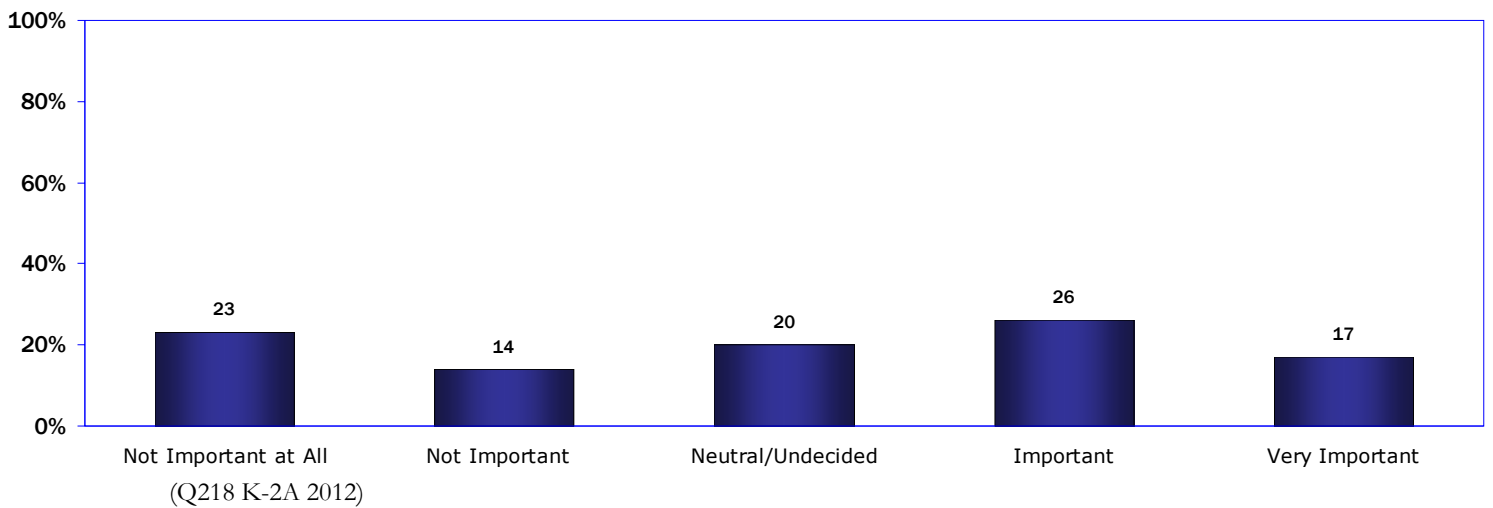


I01. Texting and social relationships

Even though more than 80 percent of cell phone users report that they now send and receive text messages (see page 80), a smaller percentage of cell phone users overall – 43 percent – said that texting is important or very important in maintaining social relationships.

Among all cell phone users, 37 percent said that texting is not important in maintaining social relationships.

**How important is texting for helping you maintain social relationships?
(Cell Phone users)**



I02. Importance of texting to maintain social relationships (by age)

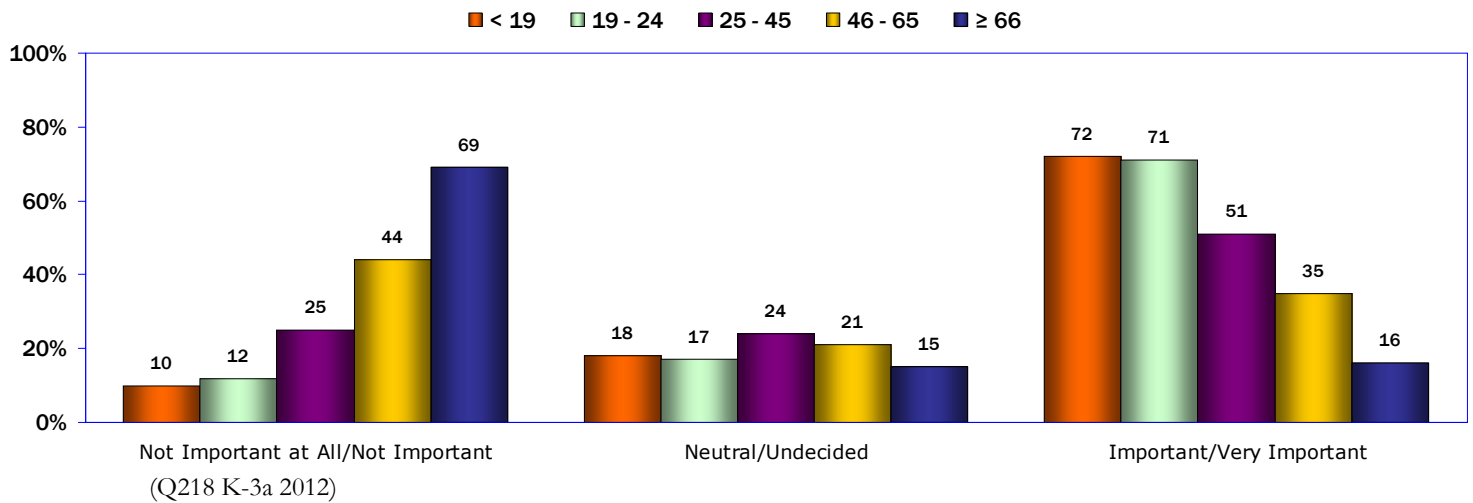
Looking at texting by age reveals major differences in views about the importance of texting to help maintain social relationships.

Very large percentages of cell phone users age 24 and under – more than 70 percent – said that texting is important or very important in maintaining social relationships.

The percentage of users who said texting is important for social relationships drops as age increases. Nevertheless, more than half of users age 25-45 (51 percent), 35 percent of those age 46-65, and 16 percent who are age 66 or older said texting is important for maintaining social relationships.

Conversely, only 10 percent of cell phone users under age 19 and 12 percent of those age 19-24 said texting is not important to maintain social relationships.

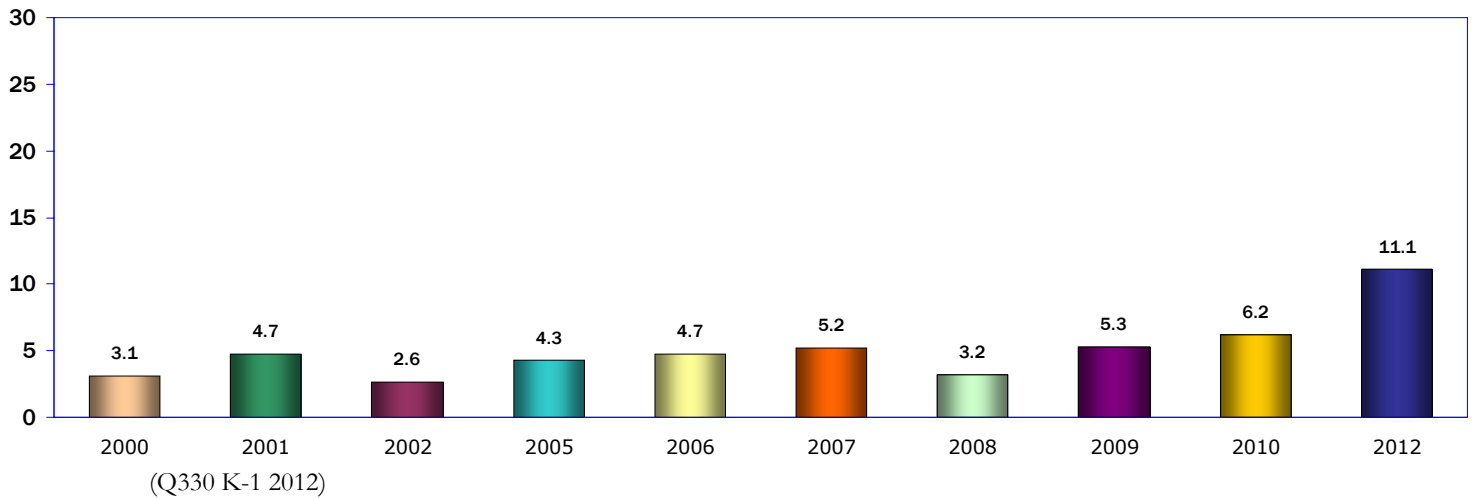
**How important is texting for helping you maintain social relationships?
(Cell/smartphone users)**



103. The Internet and online friends

Internet users report a large increase in the number of their online friends never met in person. In the current study, Internet users report an average of 11.1 online friends never met in person – by far a new high for the Digital Future Project.

**Online friends never met in person
(Internet users)**

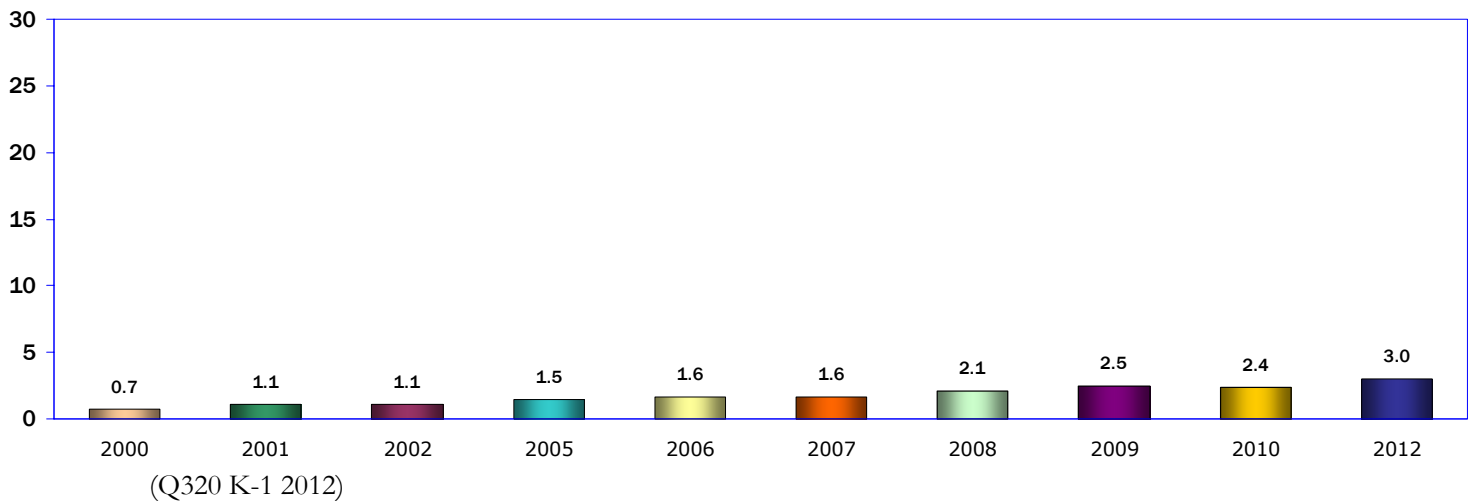


104. Friends met online, then met in person

Internet users continue to broaden their social net with a large increase in the number of online friends who they never meet in person (see the previous question), but the number of online friends that users meet in person has increased less dramatically.

Users report meeting an average of three friends in person whom they originally met online – up from 2.4 people in 2010.

**Online friends met in person
(Internet users)**



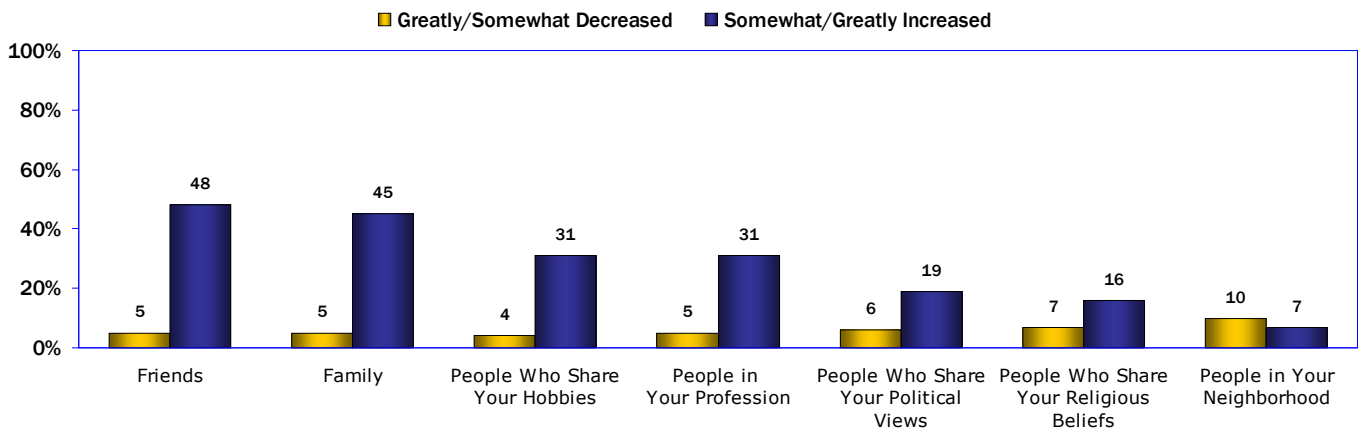
I05. The Internet’s effects on social contact

More Internet users report that going online has somewhat increased or greatly increased their contact with various social groups compared to those who said that contact decreased.

More than ten times the percentage of users said going online increased their contact with friends than said it decreased their contact; more than eight times as many said contact increased with members of their family. The study also found much larger percentages of those who said their contact increased, compared to those who said it decreased, with people in their profession, or those who share their hobbies, political views, and religious beliefs.

The only category for which a larger percentage of Internet users said that their contact declined was for contact with people in their neighborhood.

Does your use of the Internet increase or decrease your contact with the following groups? (Internet users)

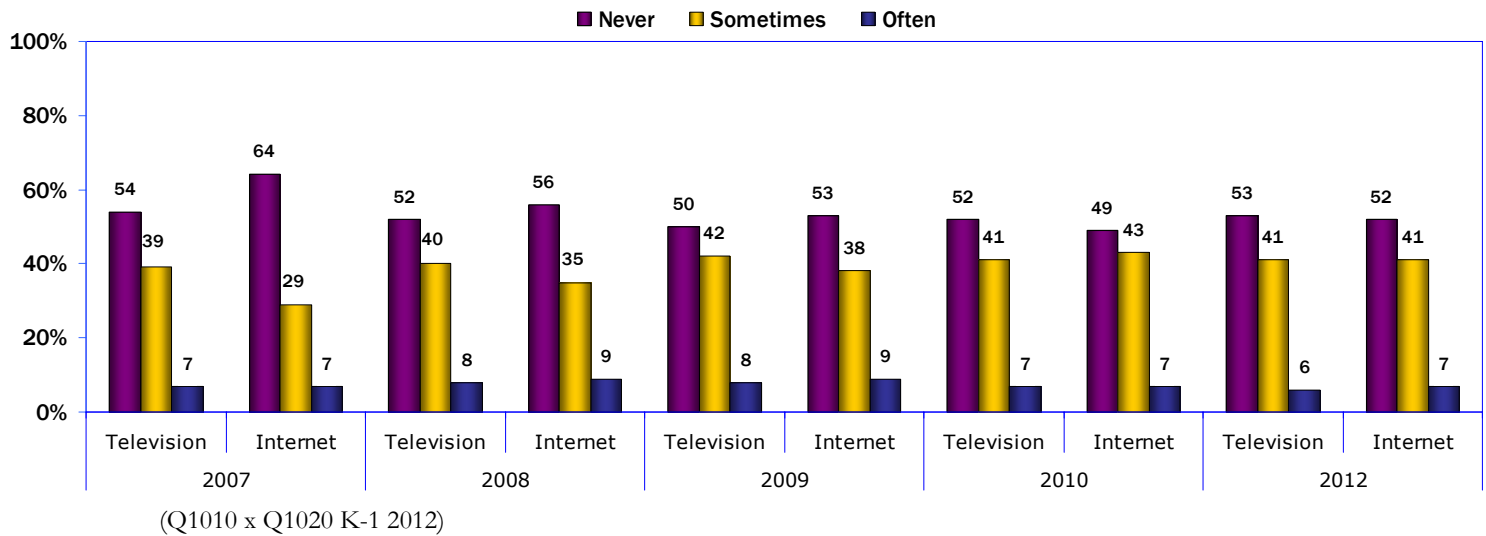


(Q950D M-1 2012)

I06. Are you ignored because of television or the Internet?

Forty-eight percent of Internet users said they were sometimes or often ignored because another member of the household spends too much time online.

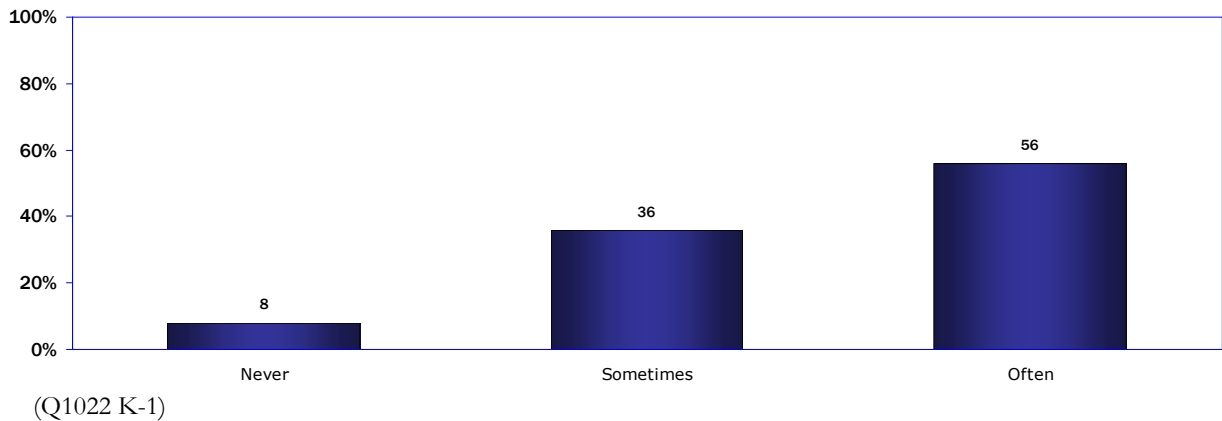
**Do you feel that you are ignored because a household member spends too much time watching television or using the Internet?
(Users with multiple people in household)**



I07. Are you ignored because of mobile devices?

Compared to respondents who said they are ignored by a member of the household who spends too much time online or on television (see the previous question), a much higher percentage (92 percent) said they were ignored because a household member spends too much time on a mobile device – either talking, texting, or Web browsing.

**Do you feel that you are ignored because a household member spends too much time on a mobile device (talking, texting, web browsing, etc.)?
(Cell phone users with multiple people in household)**



I08. Internet use and contact with others (at a glance)

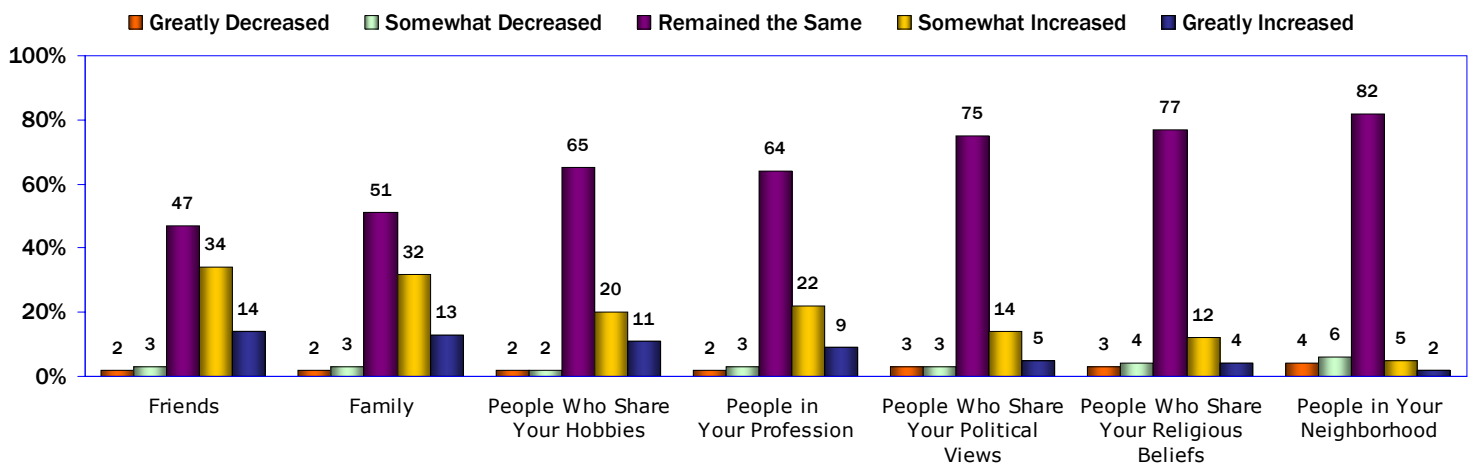
Very large percentages of users said that Internet use has either no effect or a positive effect on their contact with key people in their lives, such as family, friends, and people who share their interests.

For example, 51 percent of users said Internet use has no effect on contact with their family, and 45 percent said Internet use somewhat increased or greatly increased contact with their family.

Similarly, 47 percent of users said Internet use has no effect on contact with friends, and 48 percent said Internet use somewhat increased or greatly increased contact with friends.

However, small percentages of users said that Internet use has decreased or greatly decreased their contact with key groups in their lives. Five percent of users said Internet use somewhat decreased or greatly decreased contact with their family; the same percentage said that Internet use somewhat decreased or greatly decreased their contact with friends.

**How has Internet use affected your contact with the following groups?
(Internet users)**



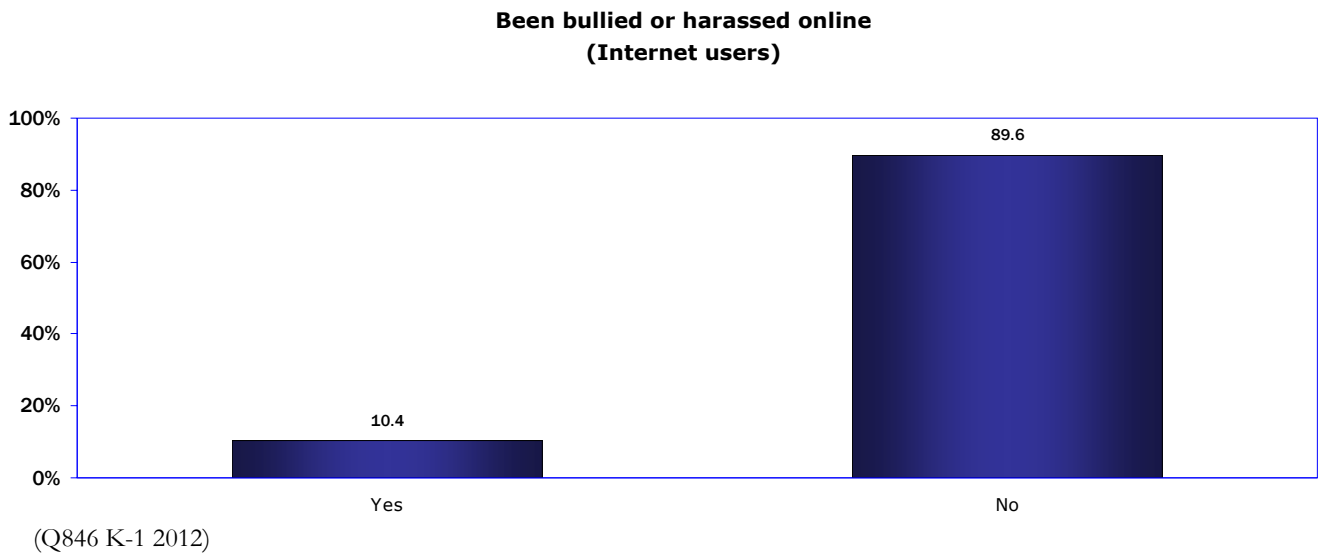
(Q950 K-1 2012)

Online bullying and harassment

In new questions for the Digital Future Project, respondents were asked if they have been bullied or harassed online, and, if so, how severe the harassment was.

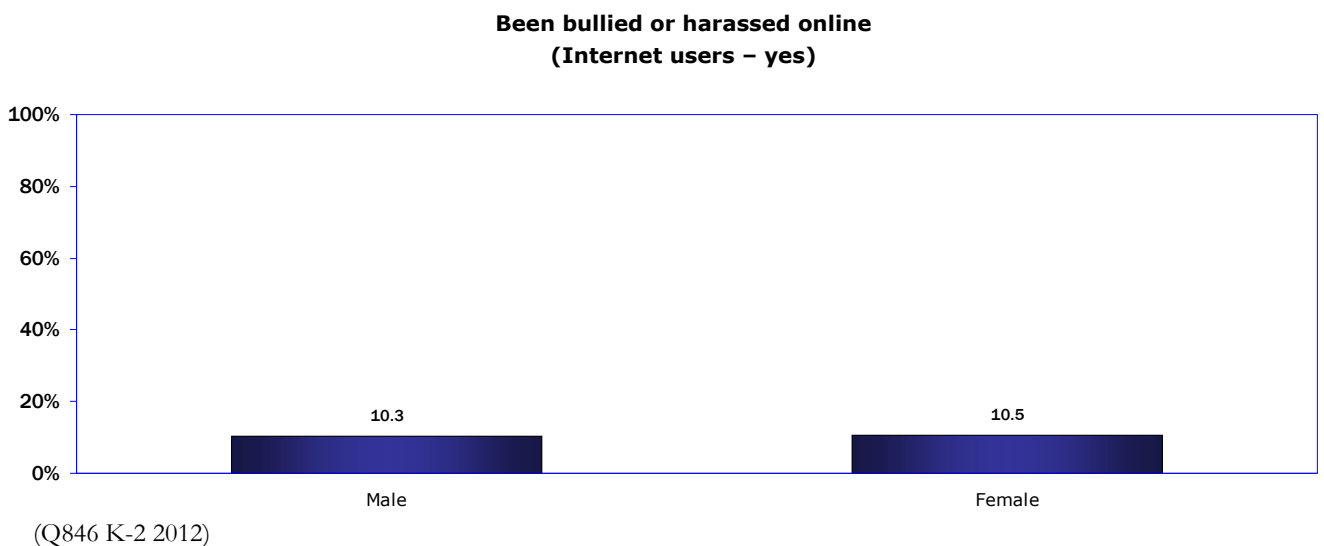
I09. Have you been bullied or harassed online?

When all Internet users were asked if they had ever been bullied or harassed online, 10.4 percent responded yes.



I10. Online bullying and harassment: men vs. women

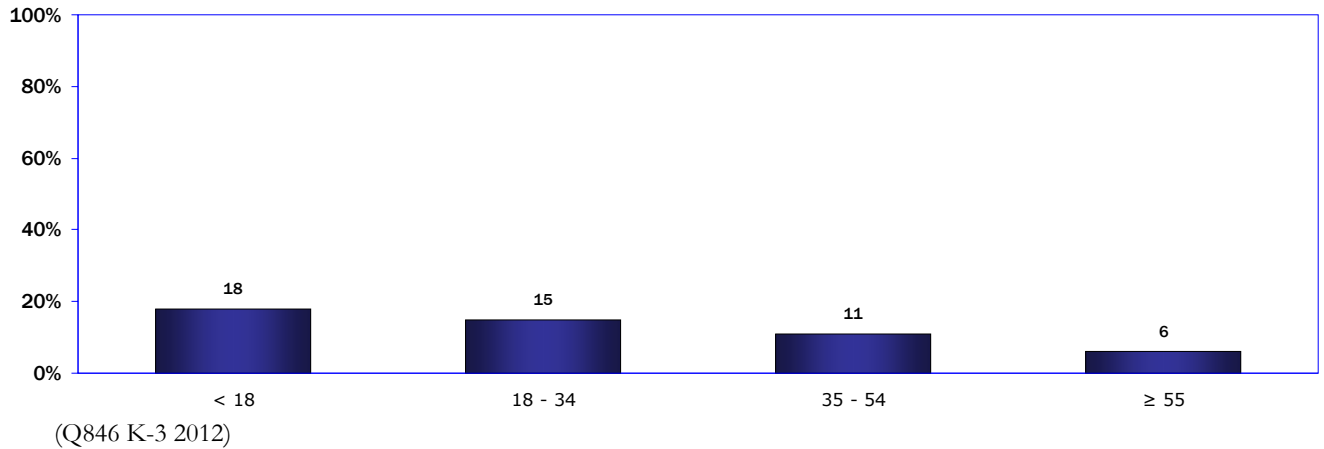
Almost equal proportions of men and women reported being bullied or harassed online.



III. Online bullying and harassment: by age

Online bullying and harassment is not only a problem for young users. While 18 percent of users age 17 or under report having been harassed online, measureable percentages of users in each age range also report that they have been bullied or harassed.

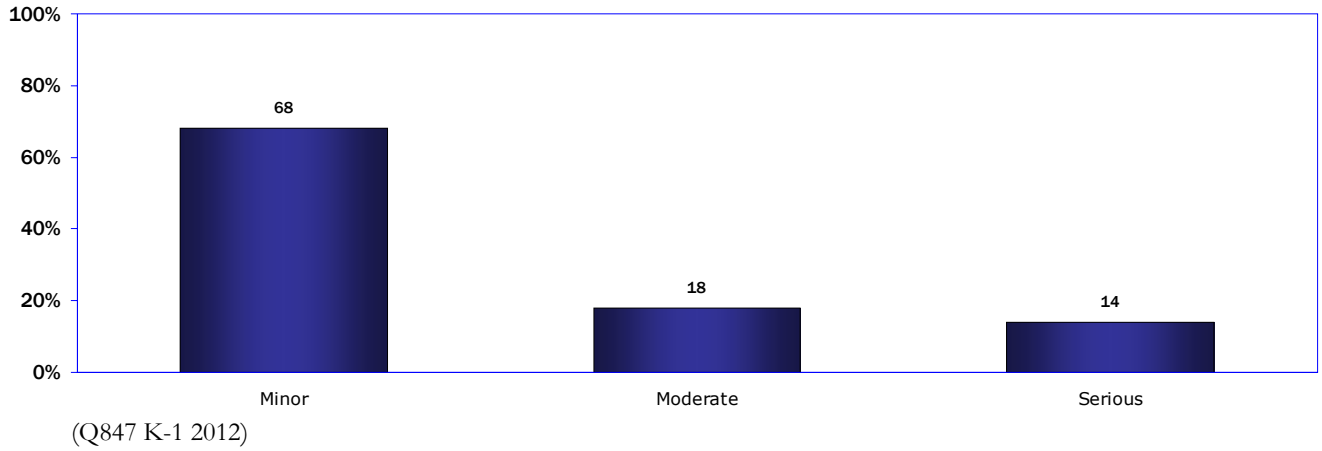
**Been bullied or harassed online
(Internet users – yes)**



I 12. Online bullying and harassment: impact

Overall, 68 percent who have been bullied or harassed online report that the impact was minor. However, more than 30 percent of those who have been bullied or harassed online said the impact was moderate or worse, and 14 percent said it was serious.

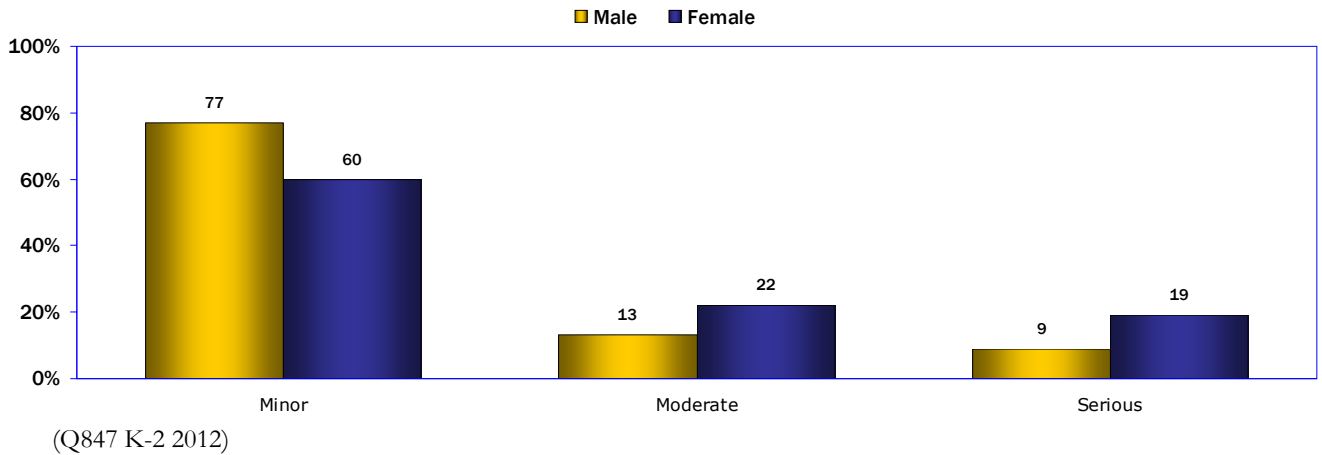
**How severe was the impact of the bullying
(Internet users who have been bullied or harassed online)**



I 13. Online bullying and harassment: impact for men and women

While most men (77 percent) said the impact of bullying or harassment was minor, a larger percentage of women – 41 percent vs. 22 percent for men – said the impact was moderate or serious.

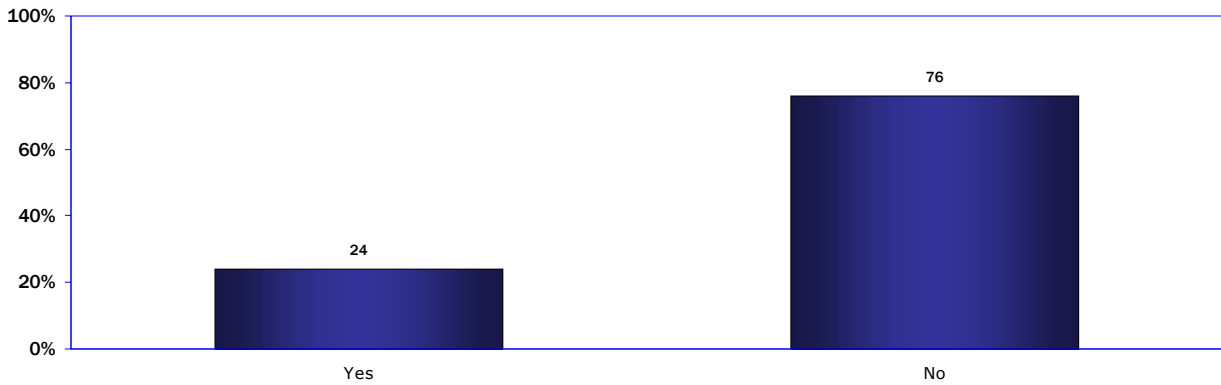
**How severe was the impact of the bullying
(Internet users who have been bullied or harassed online)**



I 14. Do you know someone who has been bullied or harassed online?

While 10 percent of users said they have been bullied or harassed on the Internet, more than double the percentage of all respondents (24 percent) said they know someone else subjected to bullying or harassment online.

**Know someone who has been bullied or harassed online
(All respondents)**

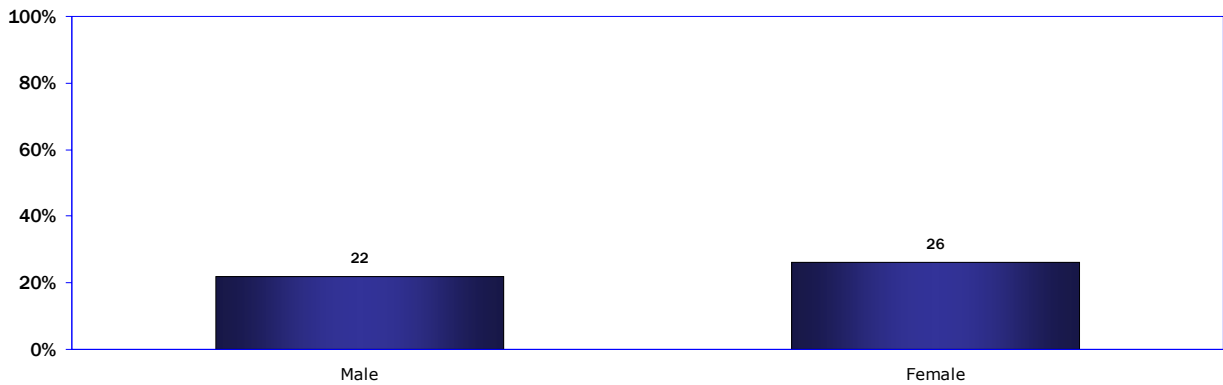


(Q848 K-1 2012)

I 15. Do you know someone who has been bullied or harassed online? (men vs. women)

Similar percentages of male (22 percent) and female respondents (26 percent) said they know someone who has been bullied or harassed online.

**Know someone who has been bullied or harassed online
(All respondents – yes)**

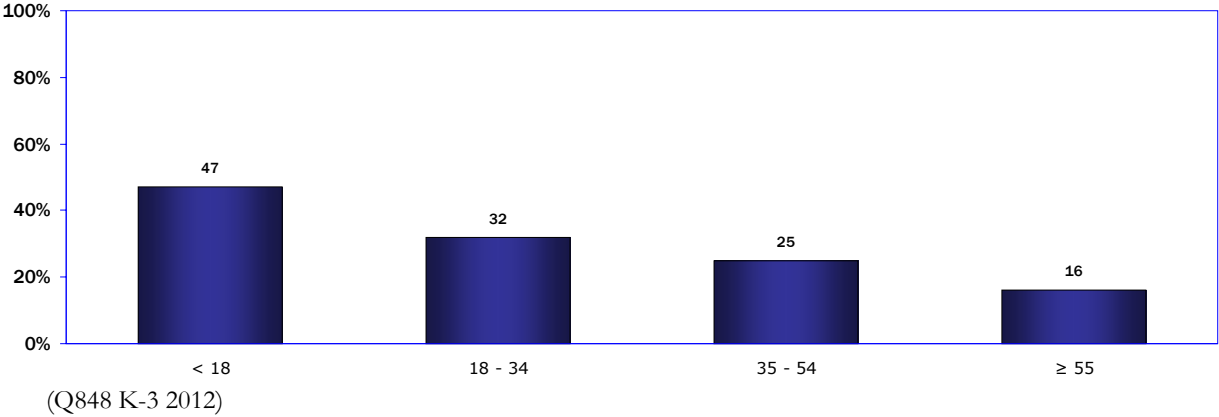


(Q848 K-2 2012)

I 16. Do you know someone who has been bullied or harassed online? (by age)

Knowledge of online bullying is related to age; percentages decrease as the age of the respondents increases.

**Know someone who has been bullied or harassed online
(All respondents – yes)**



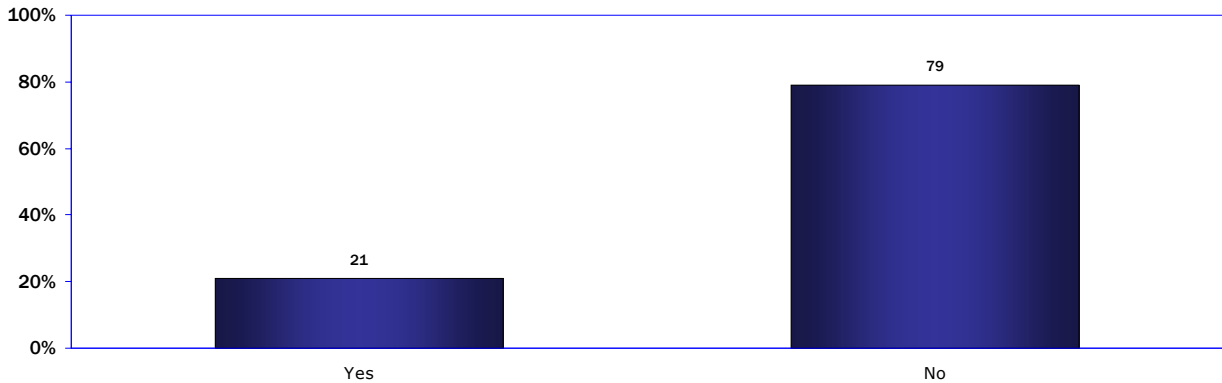
Unwanted sexual attention online

I 17. Have you received unwanted sexual attention online?

Equally troubling as the issue of Internet bullying is the problem of unwanted sexual attention online. A new series of questions for the Digital Future Project found that compared to the percentage of those who have been bullied or harassed online (10 percent – see page 113), more than double (21 percent) said they have received unwanted sexual attention online.

For more about the issue of unwanted sexual attention, see the Trends section on page 171.

**Received unwanted sexual attention online
(Internet users)**

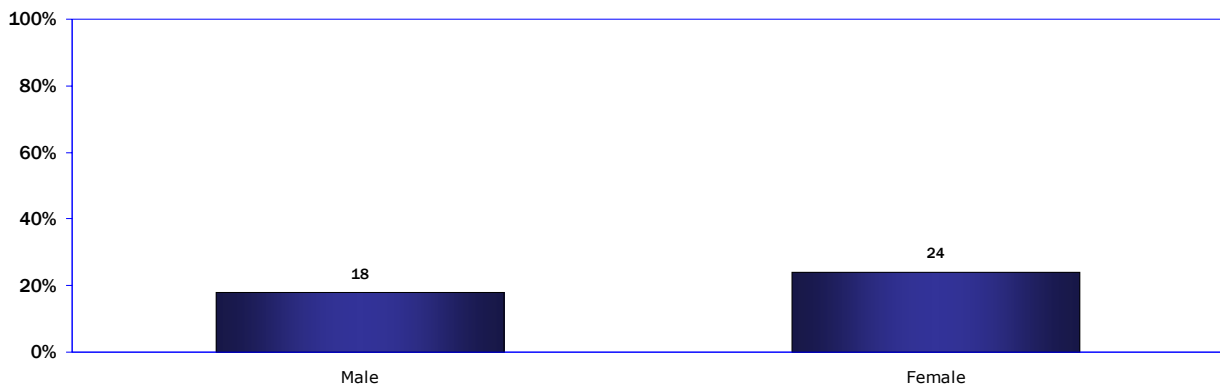


(Q849 K-2 2012)

I 18. Unwanted sexual attention online: men vs. women

Men and women share the problem of receiving unwanted sexual attention online, with a larger percentage of women (24 percent) than men (18 percent) reporting it.

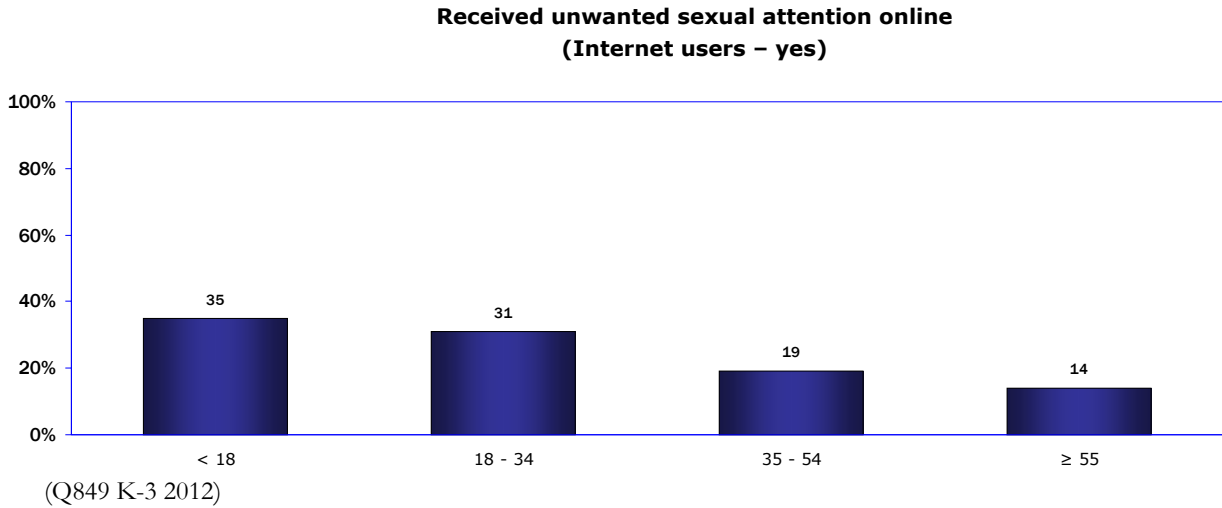
**Received unwanted sexual attention online
(Internet users – yes)**



(Q849 K-3 2012)

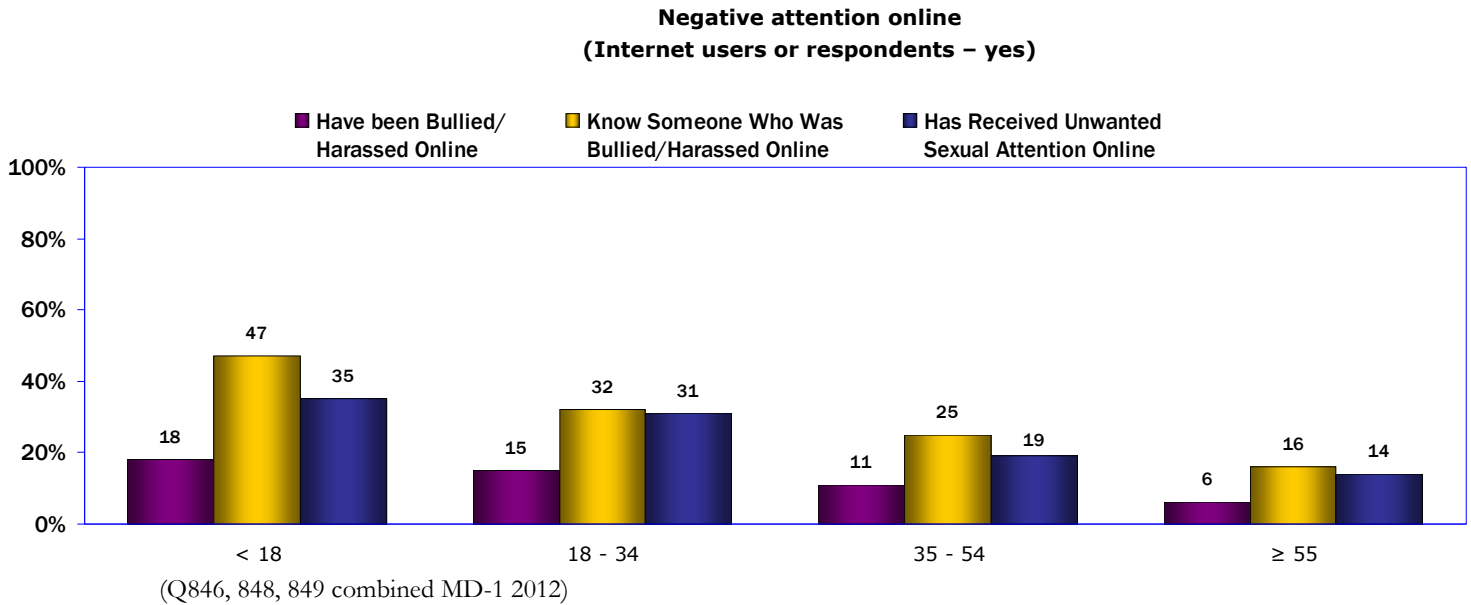
I 19. Unwanted sexual attention online: by age

As with bullying and harassment, receiving unwanted sexual attention is not just an issue for minors. While more than one-third of users under 18 reported receiving unwanted sexual attention online, significant percentages of users in all age categories reported it as well.



I 20. Receiving negative attention online: at a glance by age

Comparing responses by age to three questions about negative attention – reporting being bullied or harassed online, knowledge of someone else being bullied or harassed online, and receiving unwanted sexual attention online – shows that users under 18 report the highest percentages on all three issues, with users age 18-34 reporting the second-highest levels.



Social effects: online communities

Average length of membership in an online community (years)	4.5
Online community members who log in to their community at least once a day	54%
Online community members who take offline actions related to their online communities at least monthly	33%
Online community members who meet members of their online community in person	48%

Online communities

For the Digital Future Project, an “online community” is defined as a group that shares thoughts or ideas, or works on common projects, through electronic communication.

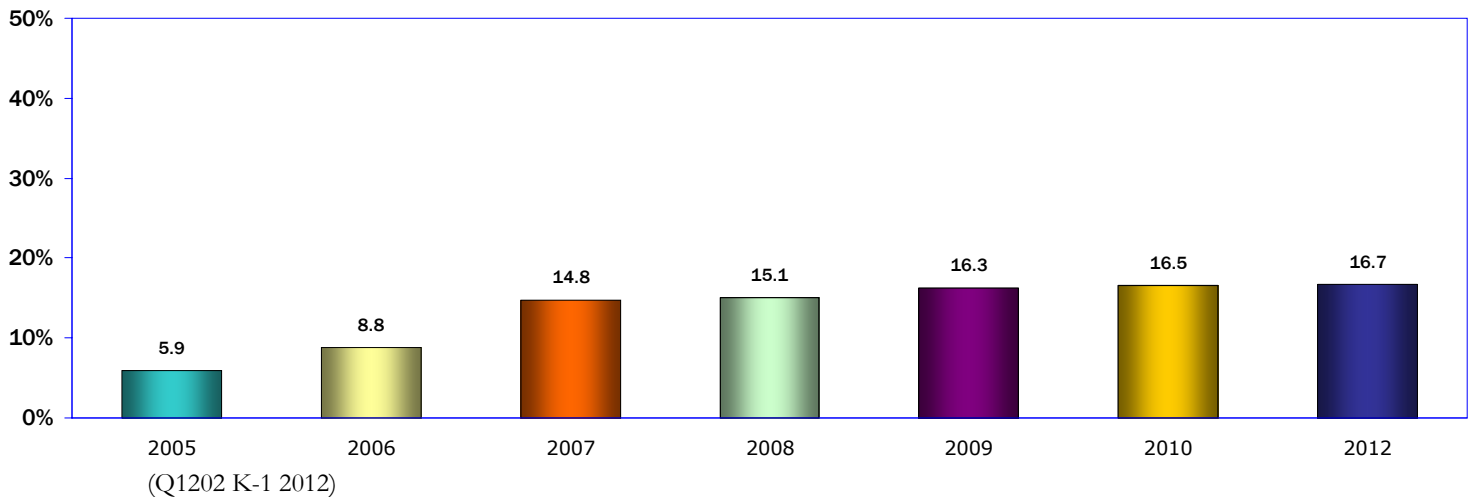
Online communities represent a broad range of interests – professional, spiritual, hobby, and political, among others.

For questions about social networking and video sharing sites, see page 131.

121. Are you a member of an online community?

Membership in an online community has increased only marginally since 2007, and now includes 16.7 percent of Internet users, a new peak for the project.

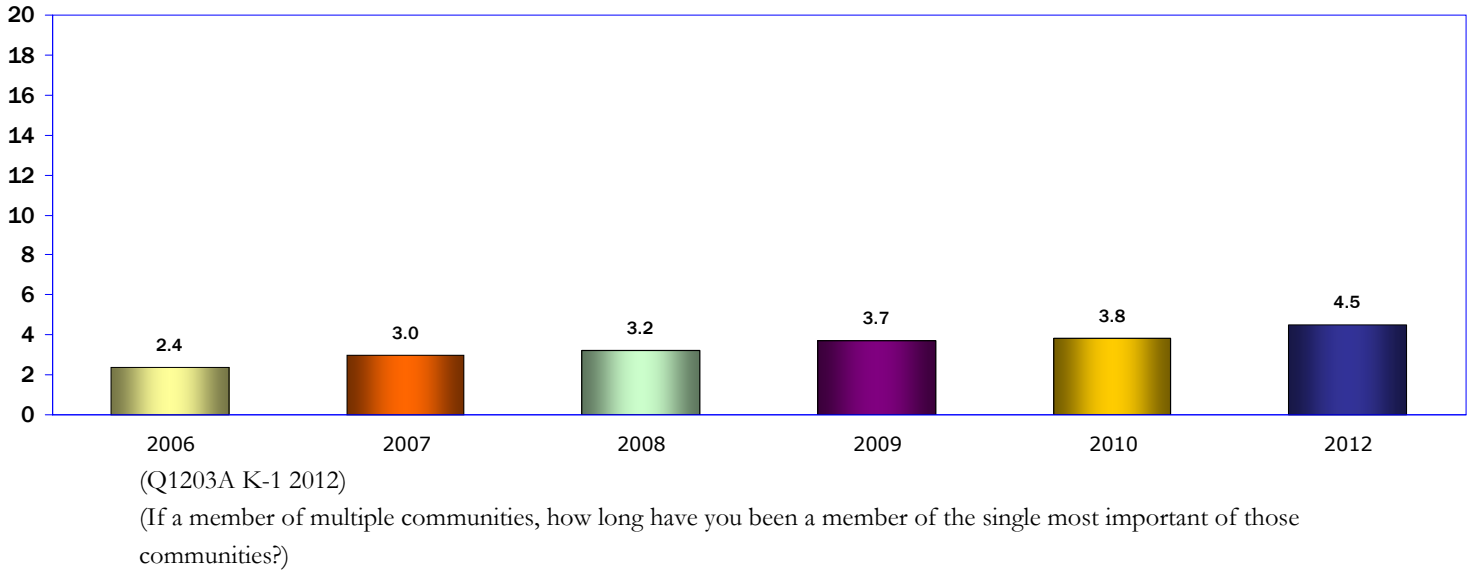
**Are you a member of an online community?
(Internet users)**



I22. Membership in online communities: how long?

Online community members have belonged to their community an average of 4.5 years, up from 3.8 years in 2010.

**How long have you been a member of your online community?
(Online community members)**

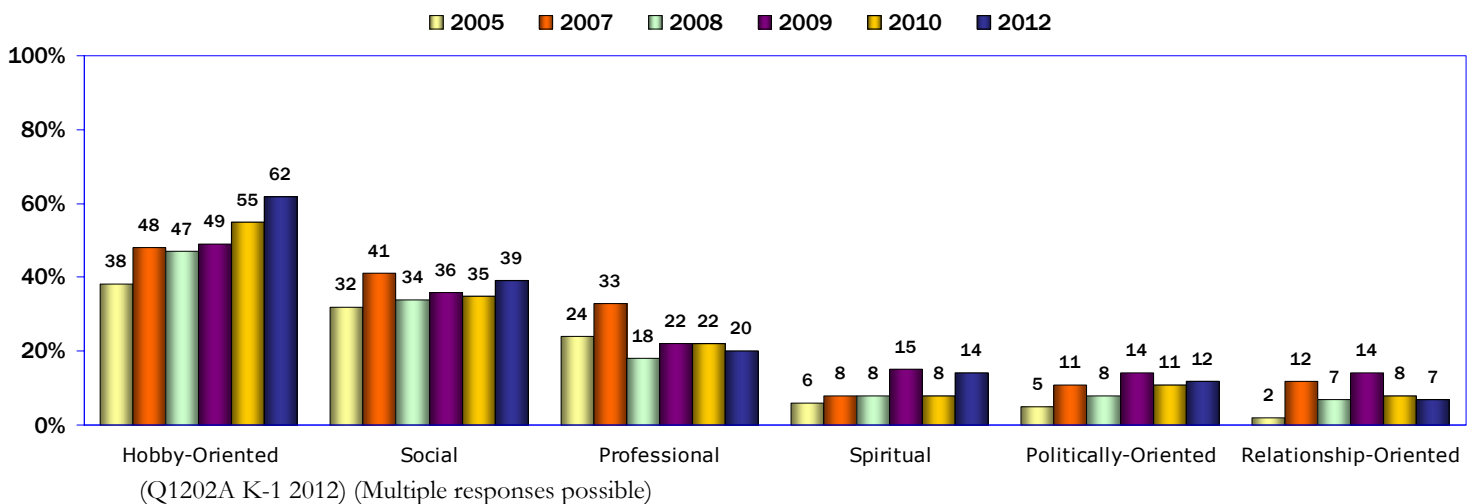


I23. Membership of online communities

Sixty-two percent of online community members said they participate in an online community that involves their hobbies, up from 55 percent in 2010. Thirty-nine percent said their community was for social purposes (up from 35 percent in 2010), while 20 percent said they were involved in communities related to their professions (down from 22 percent in 2010).

Smaller percentages were reported for online communities involving relationships, politics, or spiritual issues.

**What is the nature of your online community?
(Online community members)**



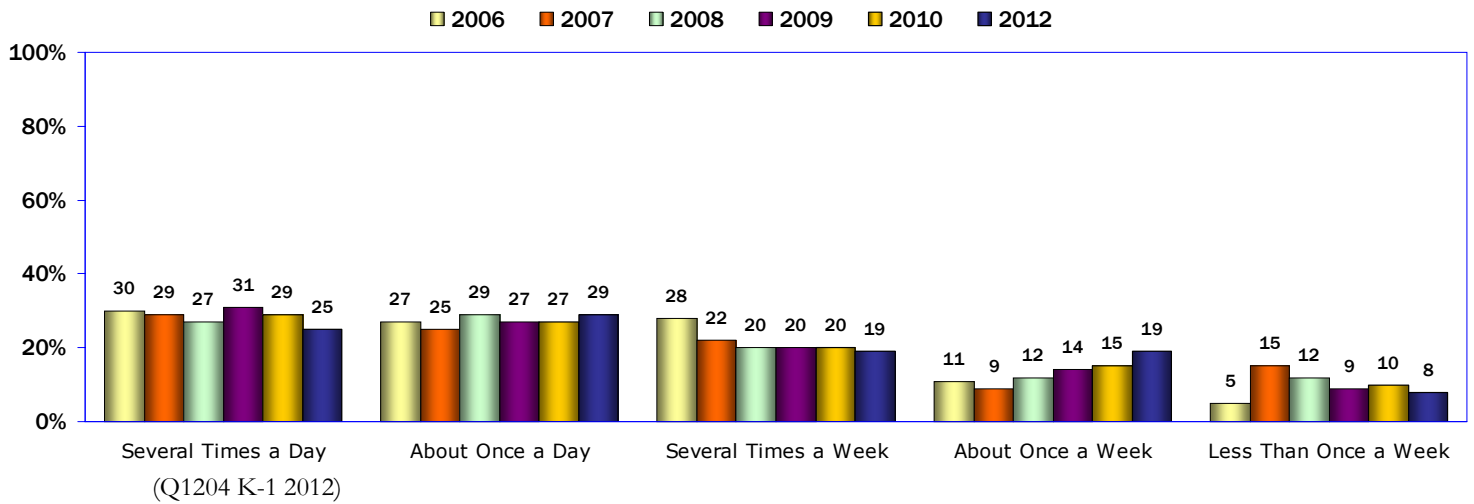
124. Online community members: how often do they log in?

More than half of online community members connect to their community daily or more – but access at least daily has declined slightly.

Fifty-four percent of online community members said they log in to their community once a day or several times a day, down slightly from 56 percent in 2010 and 58 percent in 2009.

Eight percent of online community members said they log in to their community less than once a week, down from 10 percent in 2010. However, 19 percent log in to their community about once a week, up from 15 percent in the previous study.

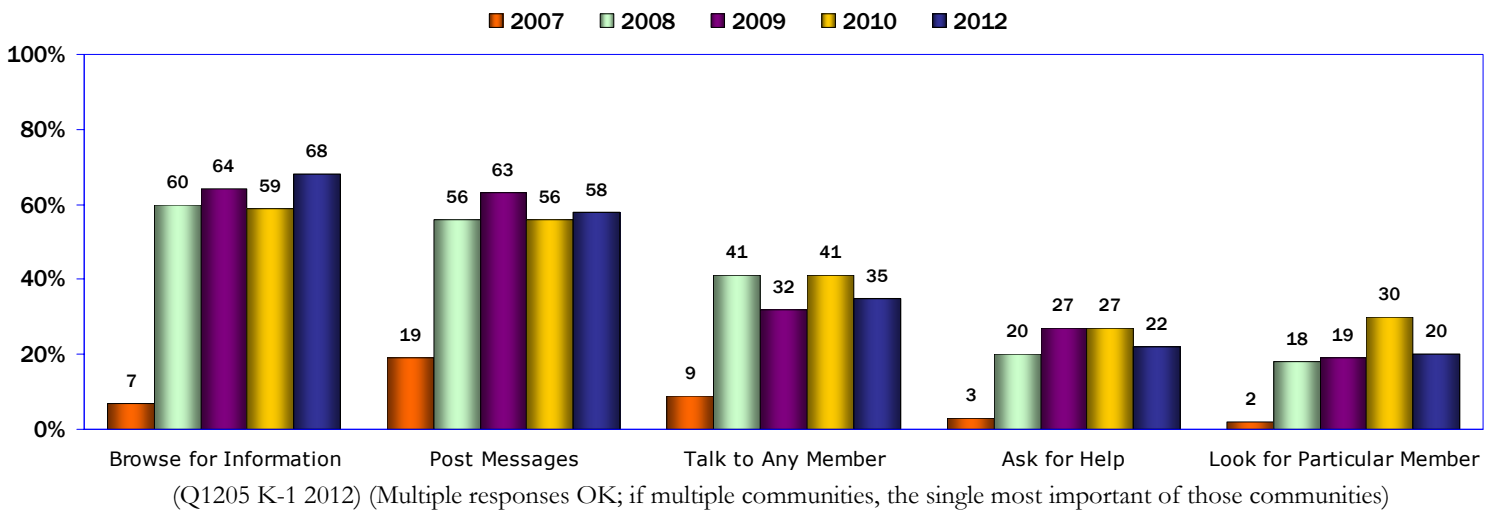
**How often do you log in to your online community?
(Online community members)**



125. What do you do when you are logged into your online community?

The percentage of online community members who spend their time in those communities browsing for information increased – now 68 percent, up from 59 percent in 2010. Fifty-eight percent post messages and 35 percent talk to any available members.

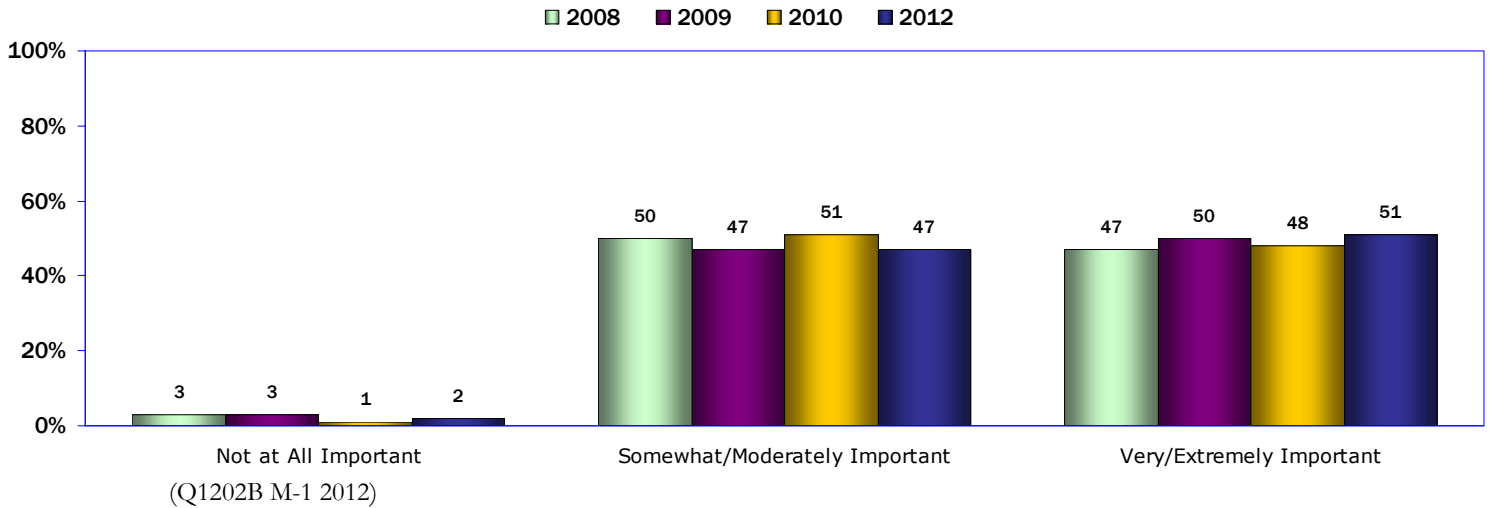
**Activities in online communities
(Online community members)**



I26. Online communities: are they useful and important?

More than half of online community members (51 percent) believe their online communities are very important or extremely important to them, an increase from 48 percent in 2010.

**How useful and important is your online community (or communities) to you?
(Online community members)**

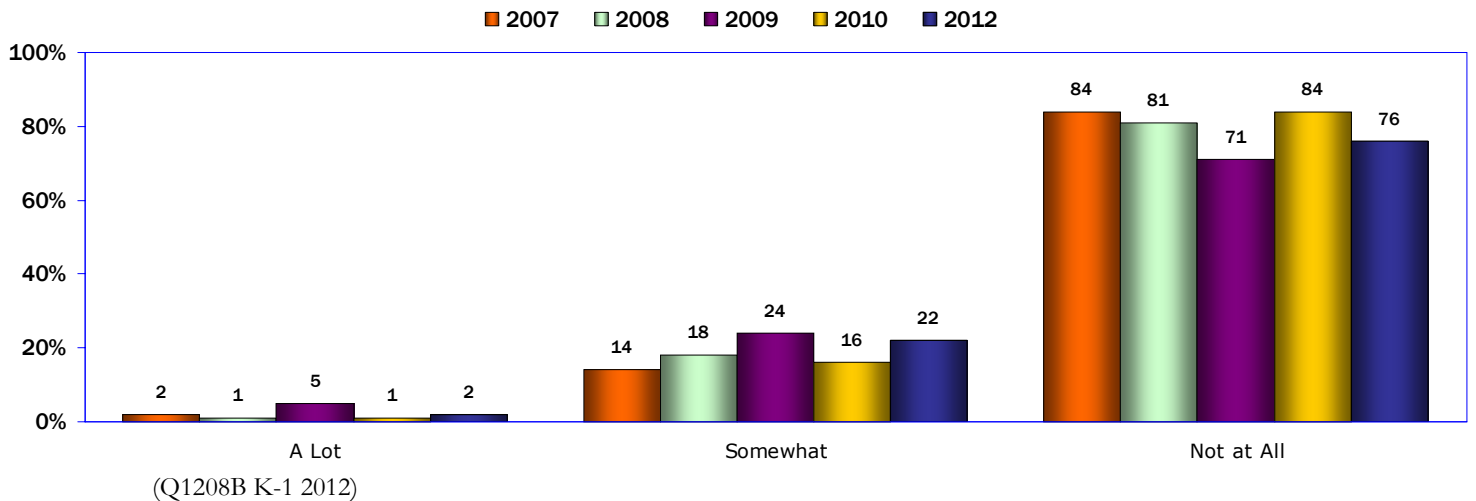


I27. Participation in online communities: does it affect involvement in offline communities?

For the most part, participating in online communities does little to reduce offline involvement for a large percentage of online community members, but the percentage of respondents who say this has declined.

Seventy-six percent of online community members said that their participation in those communities does not affect their involvement in offline communities, a decrease from 84 percent in 2010. Twenty-four percent said their involvement in offline communities decreased their participation in offline communities somewhat or a lot, an increase from 17 percent in 2010.

**Has your participation in online communities
decreased your involvement in offline communities?
(Online community members)**

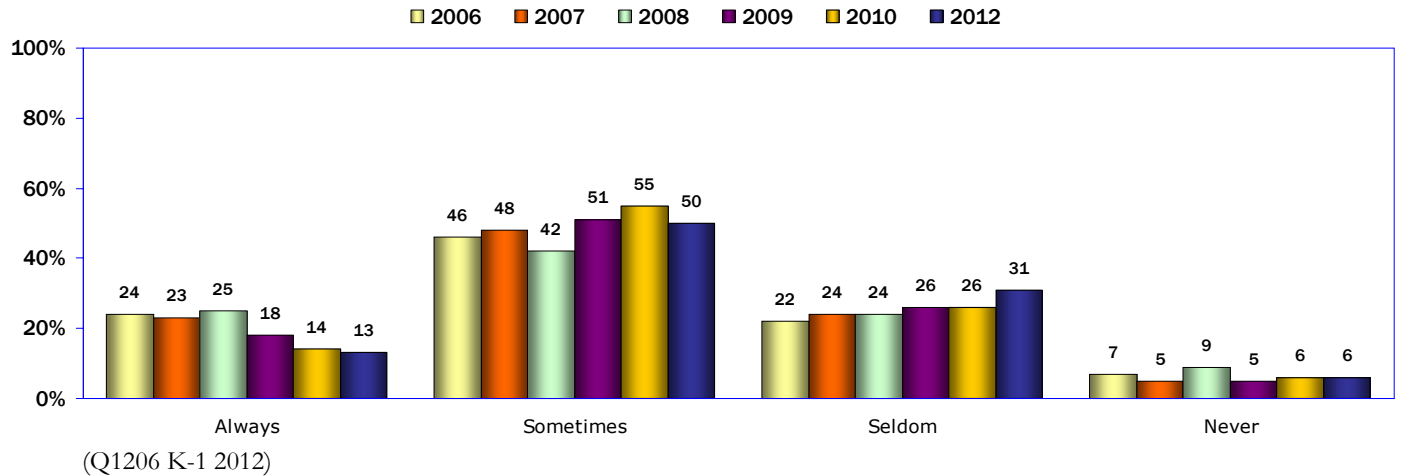


I28. Online community members: online interaction

Sixty-three percent of online community members said they sometimes or always interact with other members of their community while on the community site, a decrease from 69 percent in 2010.

Six percent of online community members said they never interact with other members of their online community, the same as in the last study.

**How often do you interact with other members of your online community?
(Online community members)**

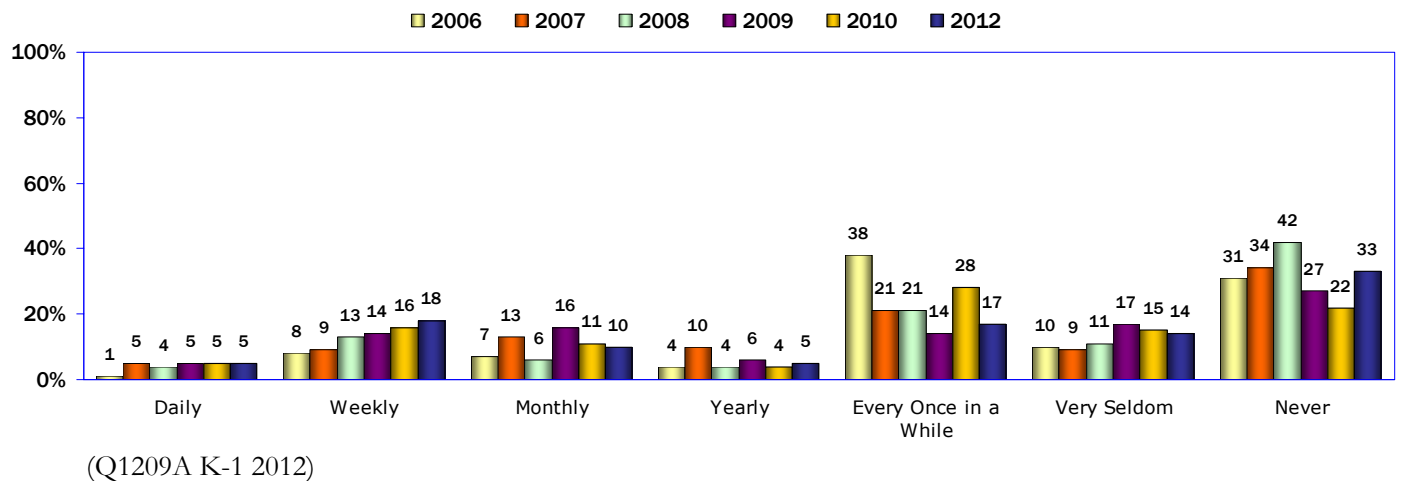


I29. Online communities: connection to offline actions

Thirty-three percent of online community members said they take actions offline at least monthly that are related to their online community, such as attending a meeting or seeing a doctor.

The percentage who said they never take offline action relating to their online communities increased sharply to 33 percent, up from 22 percent in 2010.

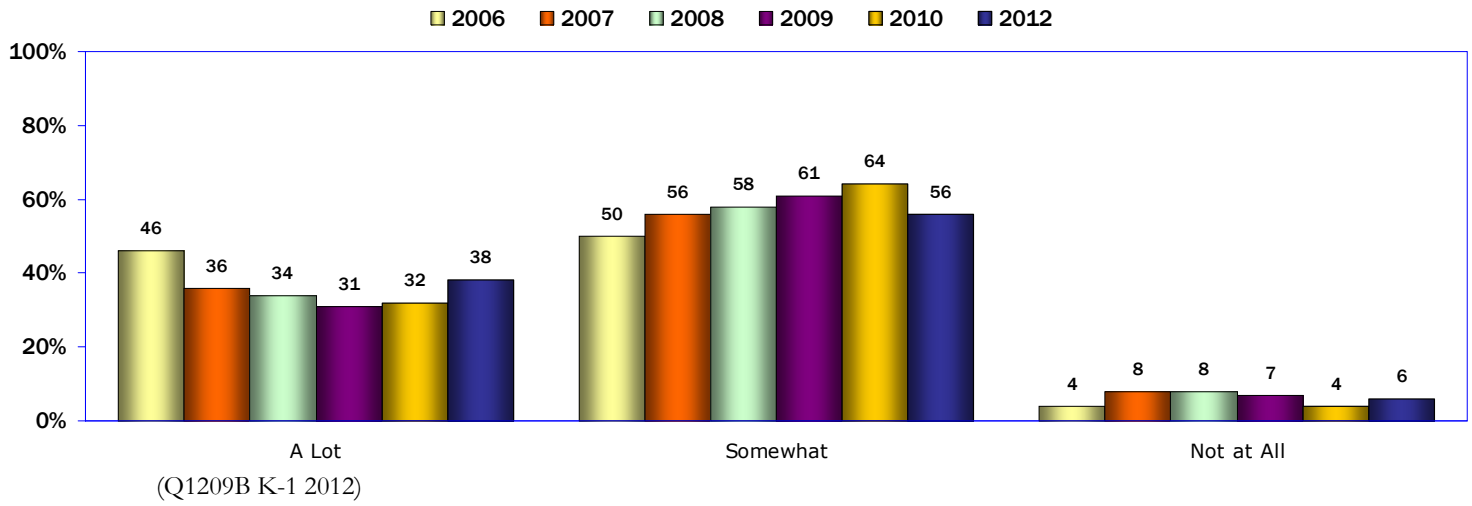
**How often do you take action offline, such as seeing a doctor or attending a meeting,
related to your online community?
(Online community members)**



I30. Online communities: are they beneficial for members?

The percentage of online community members who find a large amount of benefit from that community had declined gradually from 2006 to 2009, but then increased slightly in 2010. In the current study, the percentage of those who benefit a lot from their online community increased again – to 38 percent.

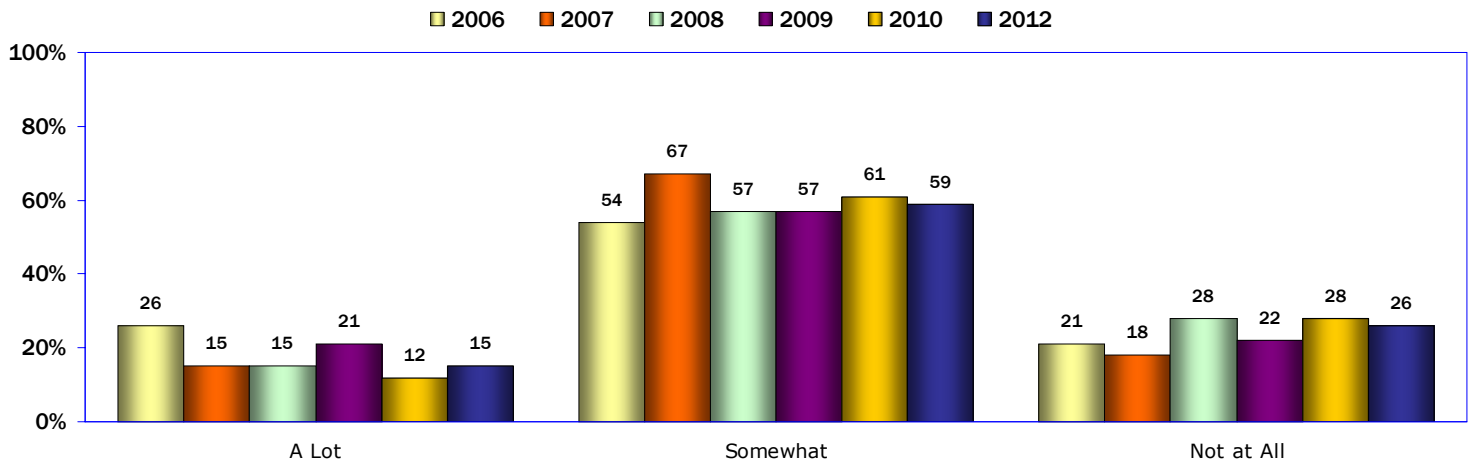
**How much do you think you benefit from your online community?
(Online community members)**



I31. Online community members: do they contribute to building their communities?

Only 15 percent of online community members said they make major contributions to building that community (but up from 12 percent in 2010), while 26 percent said they do nothing at all to contribute (down from 28 percent in the previous study).

**How much do you contribute to the building of your online community?
(Online community members)**

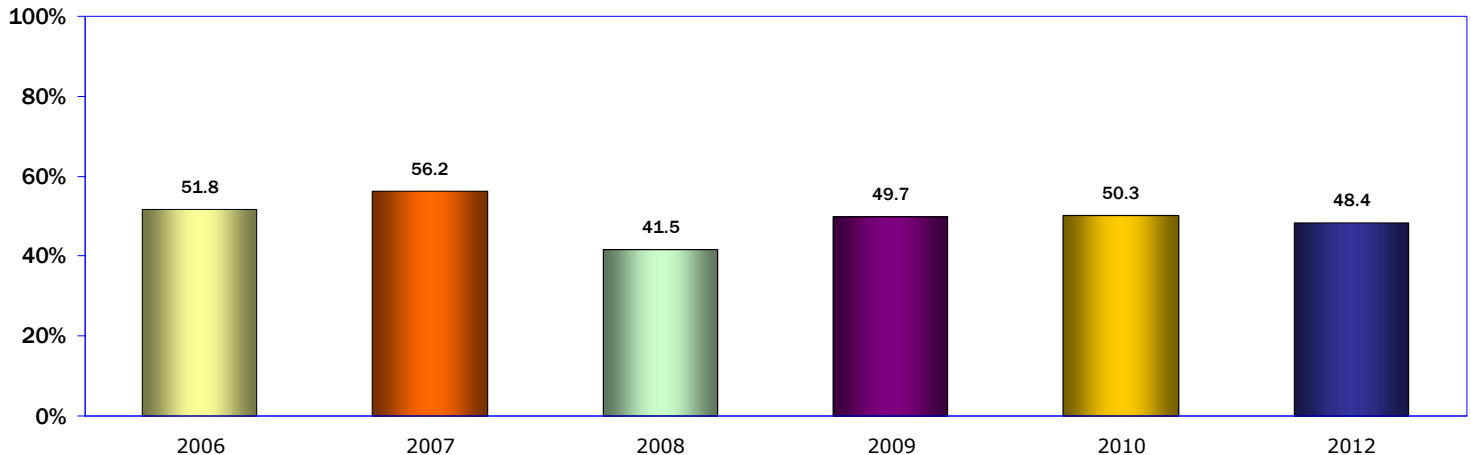


(Q1209D K-1 2012)

I32. Online community members: Do they meet members of their community in person?

Nearly half of online community members take their online relationships into the real world. Forty-eight percent of online community members said they meet members of their online communities in person, down slightly from 50 percent in 2010.

**Do you meet members of your online community in person
(Online community members – yes)**



(Q1208A K-1 2012)

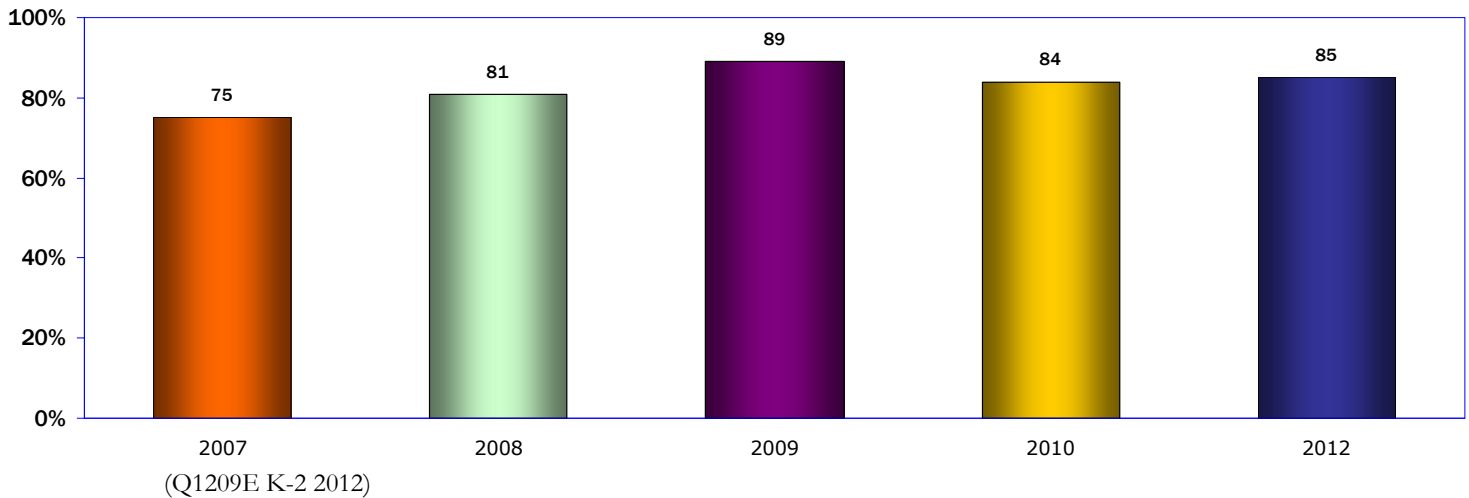
Online communities and social causes

Online communities have several positive effects on involvement in social causes (see this page and the next two pages).

133. Participation in online communities related to social causes

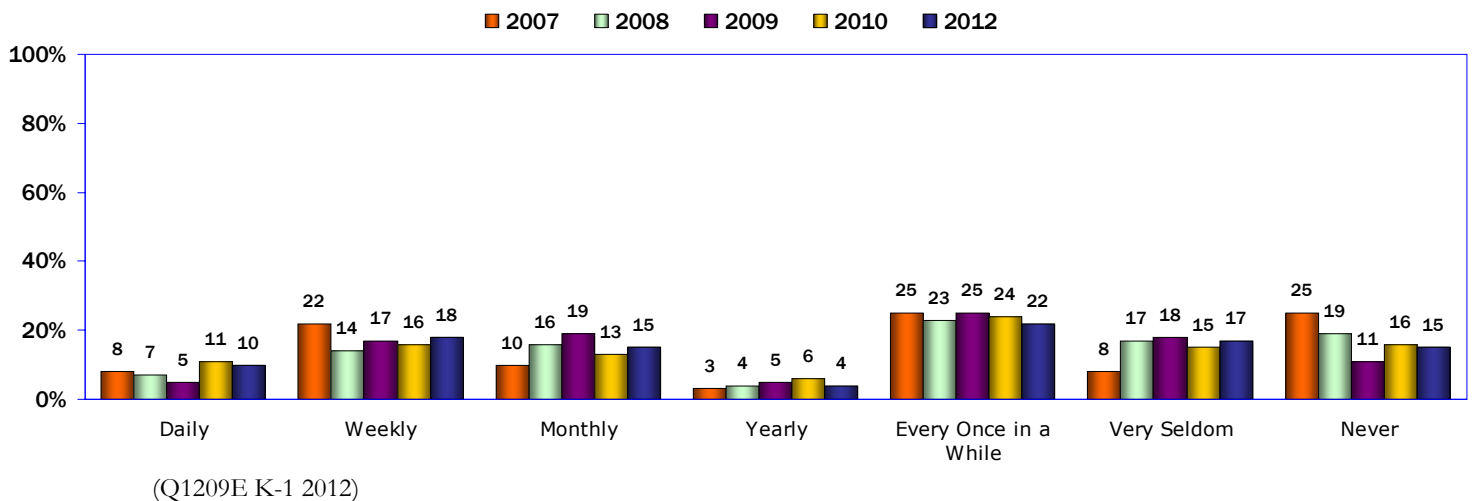
A large percentage of online community members (85 percent in the current study) participate in online communities that represent social causes, up slightly from 2010 but still below the peak of 89 percent in 2009.

**Do you use the Internet to participate in communities related to social causes?
(Online community members – yes)**



Forty-three percent of online community members said they use the Internet at least monthly to participate in online communities related to social causes – up from 40 percent in 2009.

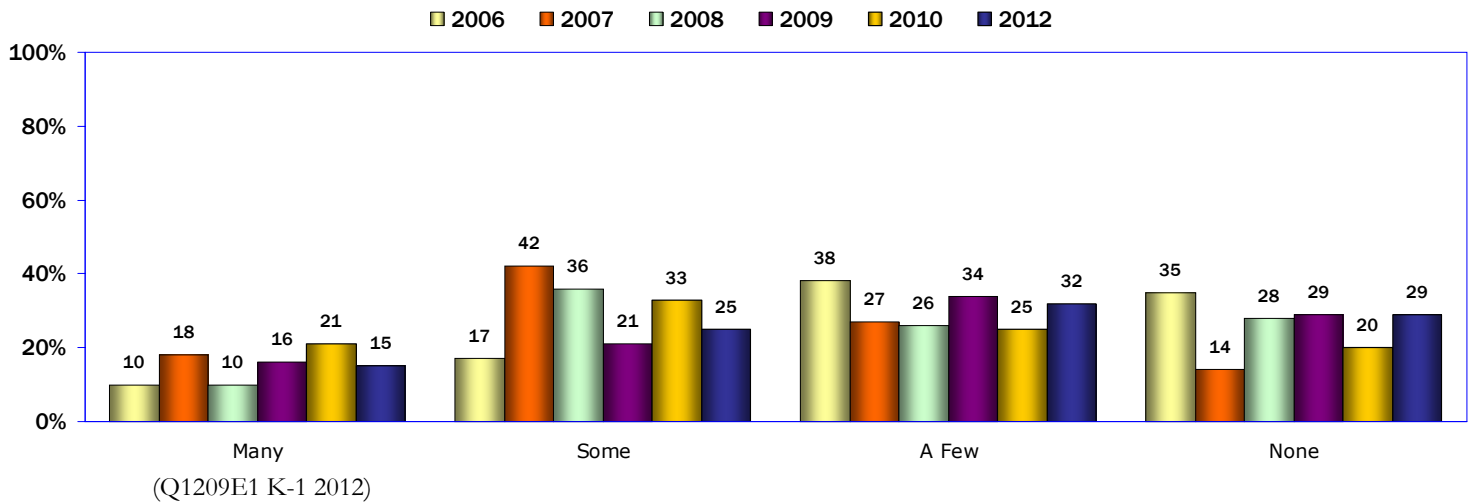
**How often do you use the Internet to participate in online communities related to social causes?
(Online community members)**



I34. Does participation in online communities encourage members to participate in social causes?

Seventy-two percent of online community members said they participate in social causes new to them since they became involved in online communities – a drop from 79 percent in 2009.

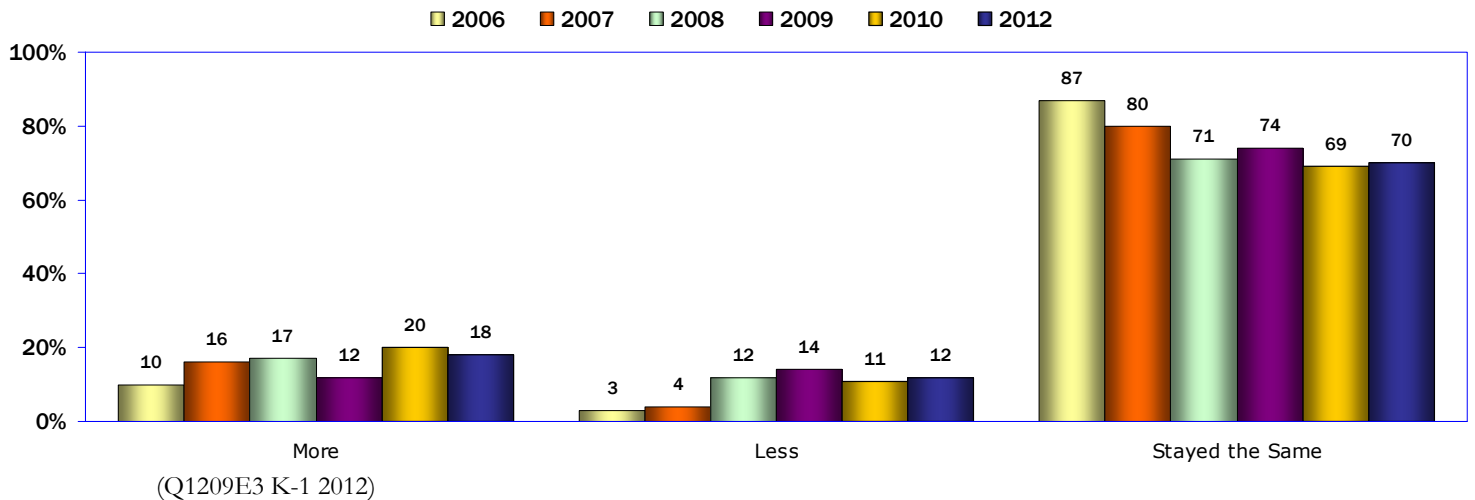
**How many social causes that you participate in are new to you since becoming involved in online communities?
(Online community members who participate in social causes)**



I35. Has offline participation in social issues changed because of online involvement?

While large percentages of online community members said they participate in social causes online (see the previous page), only 18 percent said that their offline involvement in social issues has increased as a result of their online participation, down from 20 percent in 2010.

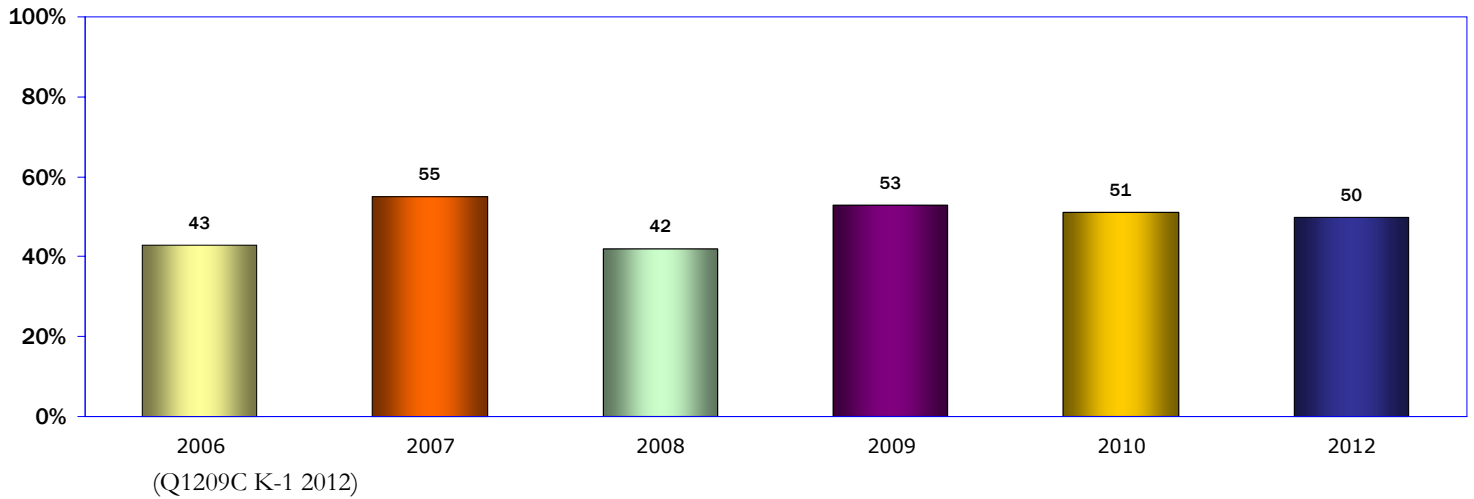
**Participation in social causes offline as a result of participation in online communities
(Online community members who participate in social causes)**



I36. Online communities: are they as important as the real world?

The percentage of members of online communities who feel as strongly about their online communities as they do about their real-world communities declined slightly for the second study in a row – now 50 percent of members.

**Do you feel as strongly about our online community as you feel about your real-world community?
(Online community members – yes)**



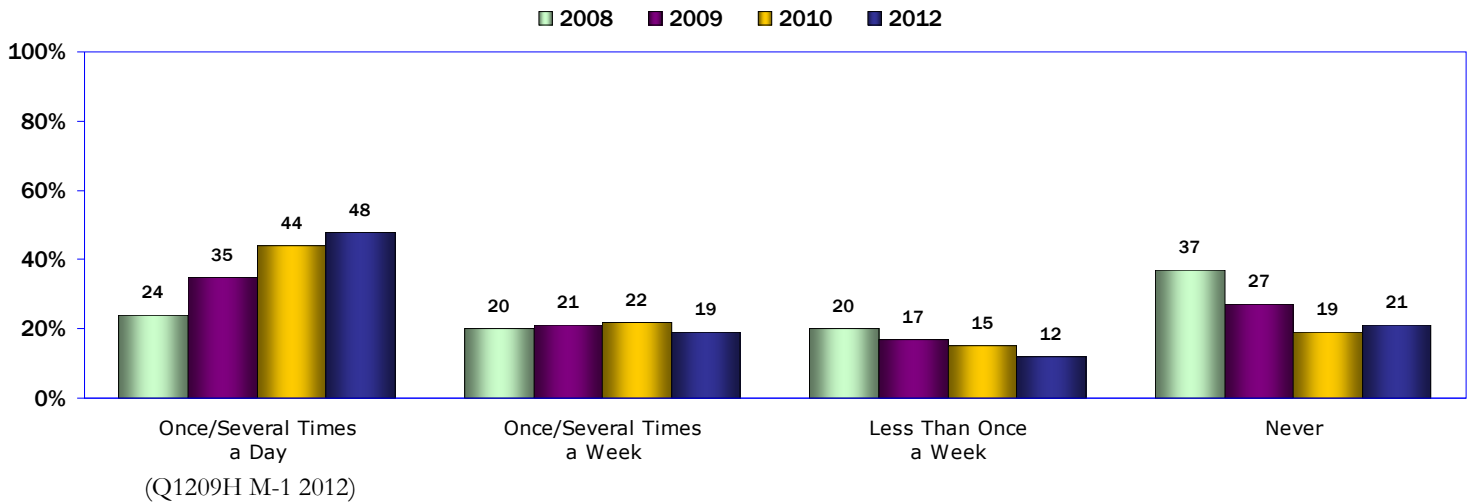
Social networking and video sharing sites

I37. Websites for video sharing or social networking: how often do you visit?

Seventy-nine percent of Internet users go online to visit websites for social networking (such as Facebook) or video sharing (such as YouTube) – now two of the most frequent online activities (see page 29). Visiting websites for video sharing or social networking continues to increase. Forty-eight percent of Internet users said they visit sites for video sharing or social networking at least once a day, up from 44 percent in 2010.

The percentage of Internet users who never visit websites for video sharing or social networking grew slightly to 21 percent, up from 19 percent in 2010.

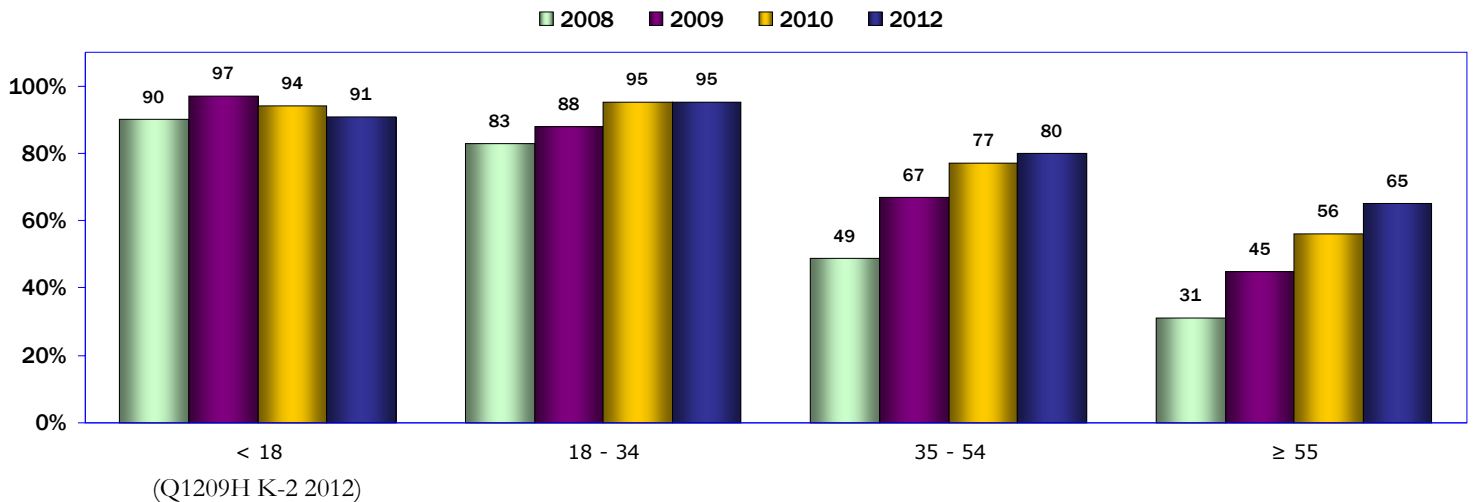
How often do you visit websites for video sharing or social networking (Internet users)



I38. Websites for video sharing or social networking: visiting (by age)

Nearly all users age 34 or under visit video sharing or social networking: 91 percent of users under age 18 and 95 percent of users age 18-34. However, visits by users age 35 and older are growing steadily.

Do you visit websites for video sharing or social networking (Internet users by age)

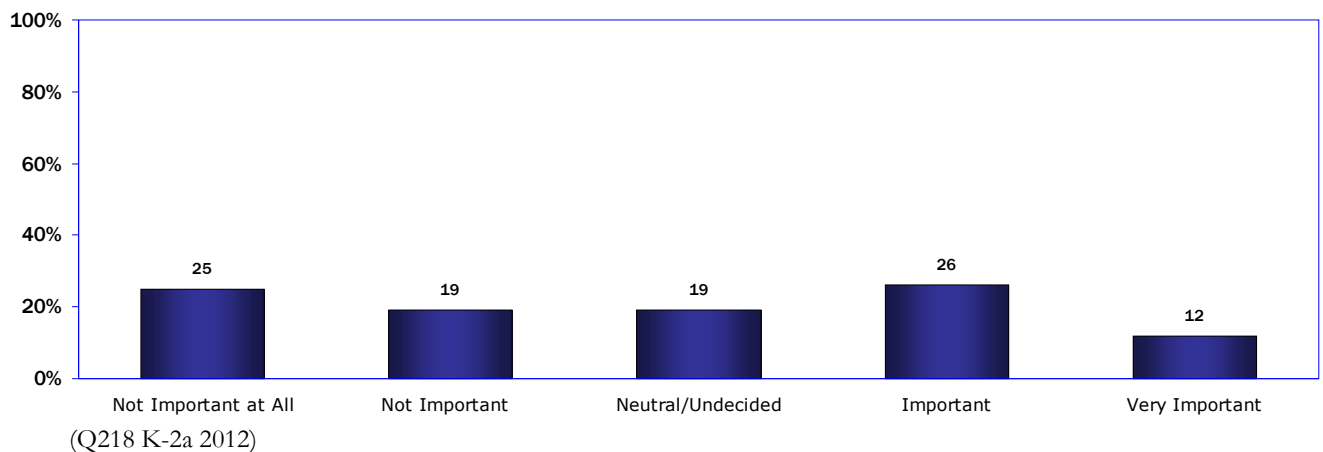


I39. Importance of social networking websites for maintaining relationships

Given the recent increases in visits to websites for video sharing or social networking (see the previous page), it may seem surprising that a larger percentage of Internet users overall said that social networking sites are not important for maintaining relationships compared to those who said they are important.

Thirty-eight percent of users said that social networking sites are important or very important to maintain social relationships, while 44 percent said they are not important. For more about this issue, see the Trends section on page 171.

How important are social networking sites (Facebook, Twitter, and Google Plus) for helping you maintain social relationships? (Internet users)

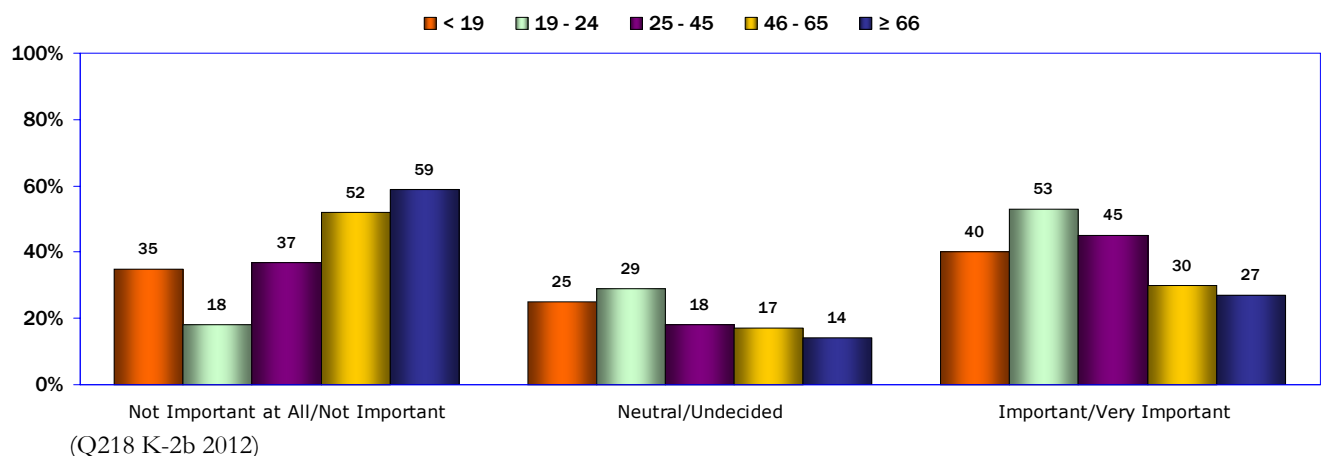


I40. Importance of social networking sites for maintaining relationships (by age)

Various age groups have different views about the importance of social networking sites for maintaining relationships. Larger percentages of users age 45 and under said that social networking sites are important for maintaining social relationships. For users age 19-24, that percentage was notably different – 53 percent compared to 38 percent of all users.

Much lower percentages of users 46 and older said that social networking sites are important or very important to maintaining social relationships. For users age 66 and older, 59 percent said they are not important.

How important are social networking sites (Facebook, Twitter, and Google Plus) for helping you maintain social relationships? (Internet users)



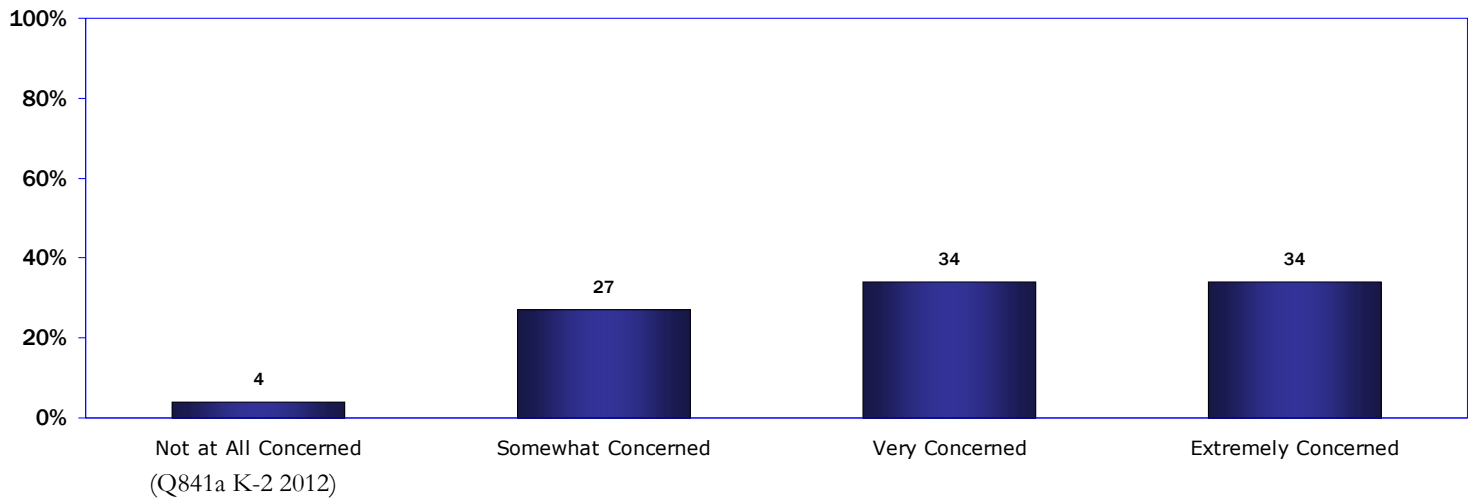
141. Social networking websites and concerns about privacy

Are users concerned about the privacy of their personal information when visiting social networking sites?

Large percentages of users – 68 percent – are either very concerned or extremely concerned about the privacy of their personal information on social networking sites.

Only four percent of respondents are not concerned about their privacy while visiting social networking sites.

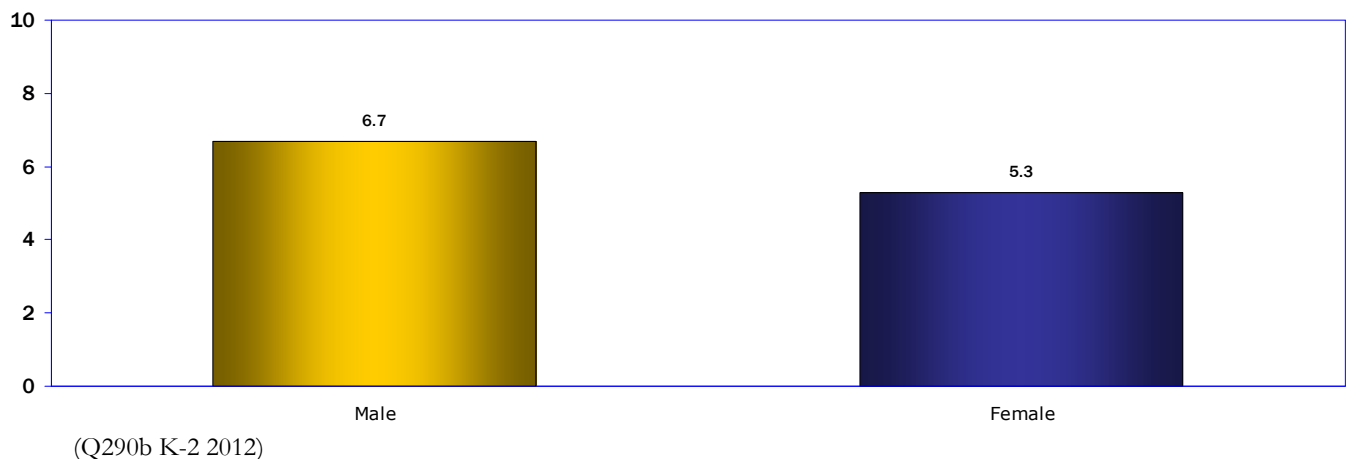
How concerned would you be about the privacy of your personal information on social networking sites? (Respondents age 16 and older)



142. Maintaining contact with messages on social networking sites (men vs. women)

In a new question for the Digital Future Project, Internet users were asked about personal contact through individual messages on sites such as Facebook, Twitter, or Google Plus. Male Internet users report maintaining regular weekly contact through individual messages with an average of 6.7 people, compared to female users who reported weekly contact through individual messages with 5.3 people.

How many people do you maintain regular personal contact with on a weekly basis through individual messages(not posting to your entire network) on Facebook, Twitter, Google Plus? (Internet users)

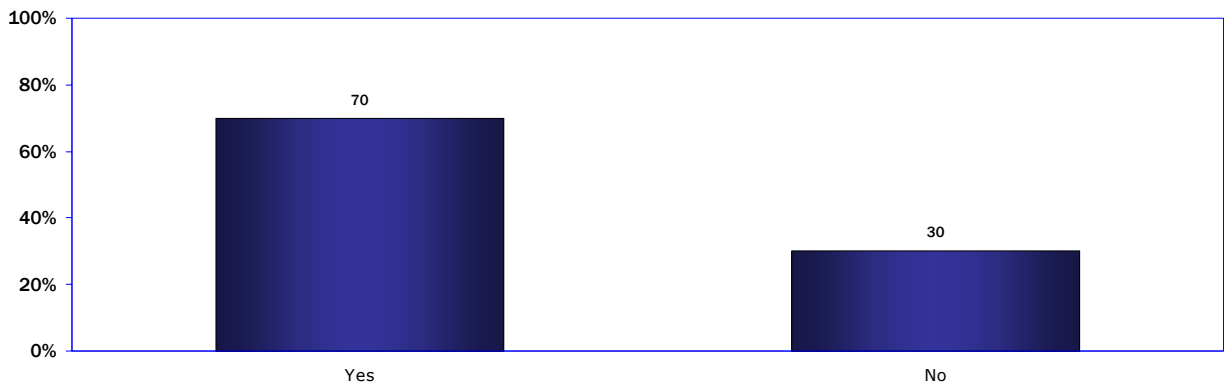


Children, parents, and social networking

I43. Do parents monitor their children’s behavior on social networking sites?

A large percentage of adults – 70 percent – say they monitor the activity of the children in their households when on social networking sites such as Facebook.

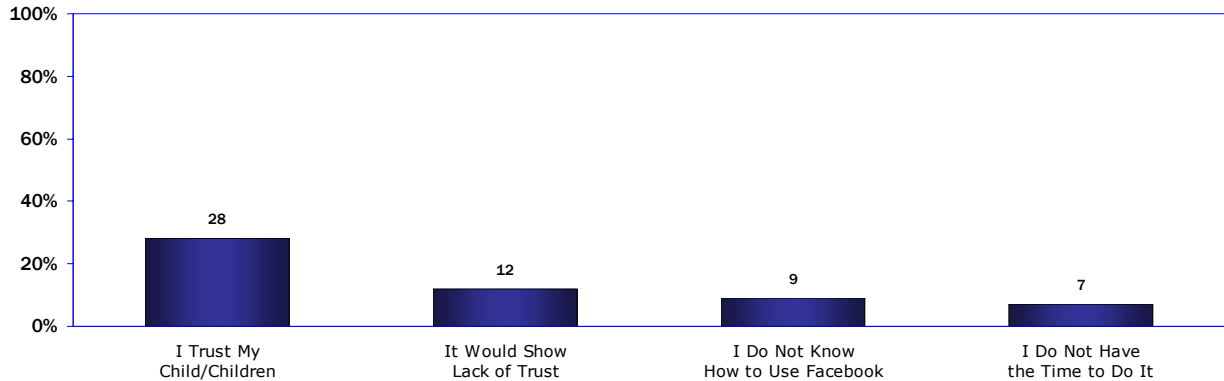
**Do you monitor what your children do on social networking sites such as Facebook?
(Adults with children in the household)**



(Q1105 K-1)

Of the adults who don’t monitor the social networking activity of the children in their households, 40 percent cite trust as the explanation; either they trust their children or they believe that monitoring online behavior would show lack of trust.

**Why do you not monitor what your children do on social networking sites such as Facebook?
(Adults with children in the household who do not monitor what the children do on social networking sites)**

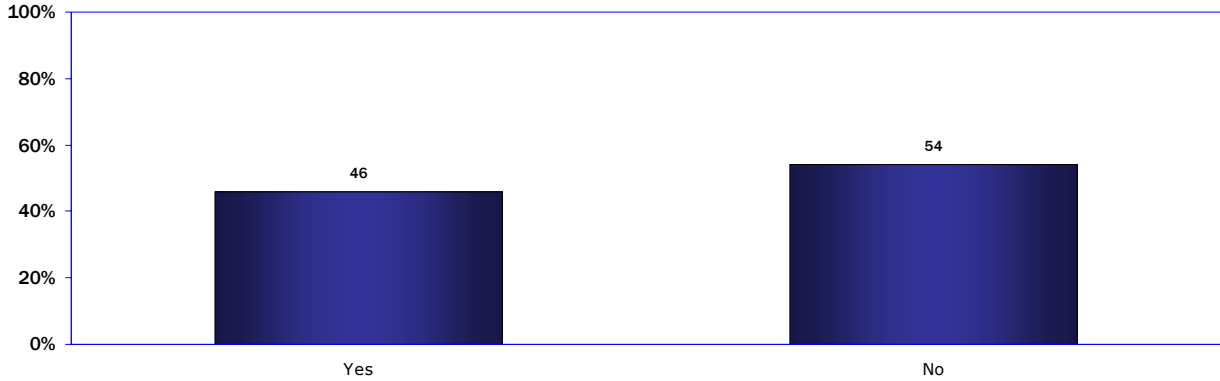


(Q1106 K-1)

I44. Do you have your children’s passwords for social networking sites?

While 70 percent of adults said they monitor the activity of the children in their households while on Facebook or social networking sites (see the previous page), a smaller group (46 percent) have password access to the children’s accounts.

**Do you have password access to one or more of your children’s accounts on social networking sites, such as Facebook?
(Adults with children in the household)**



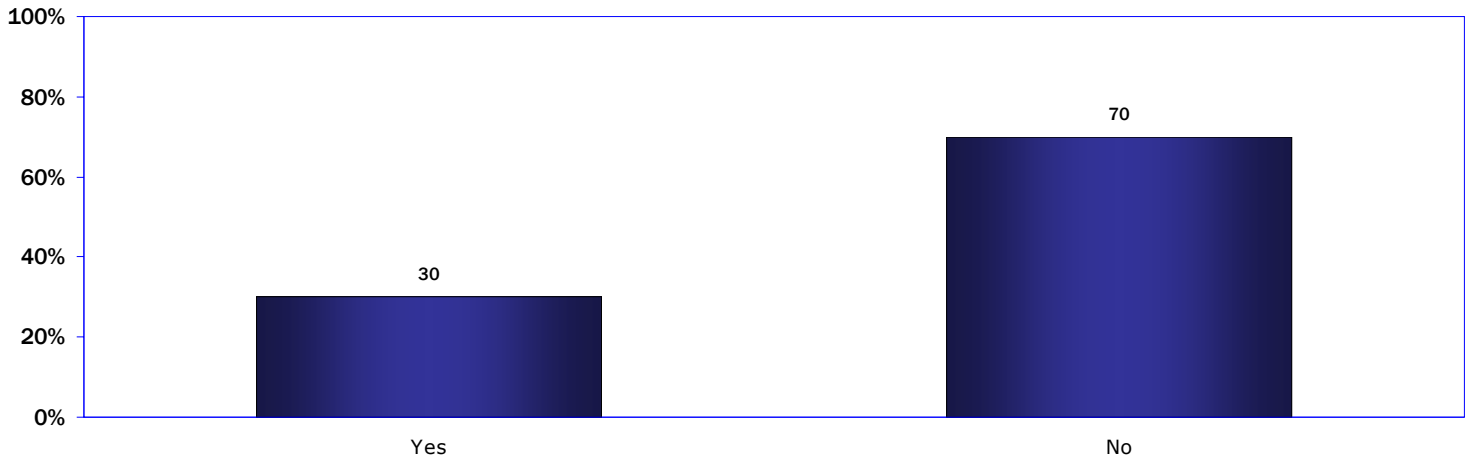
(Q1104 K-1)

I45. Altering a Facebook profile to avoid embarrassment

Do users of Facebook or other social networking sites ever alter what they post because they are concerned the information may be embarrassing?

A large percentage (70 percent) answered no to this question; however, 30 percent of Internet users have indeed changed their profile on a social networking site because they were concerned about potential embarrassment.

**Have you ever altered your Facebook/social network profile because of concern over potential embarrassment?
(Internet users who use social networking sites)**



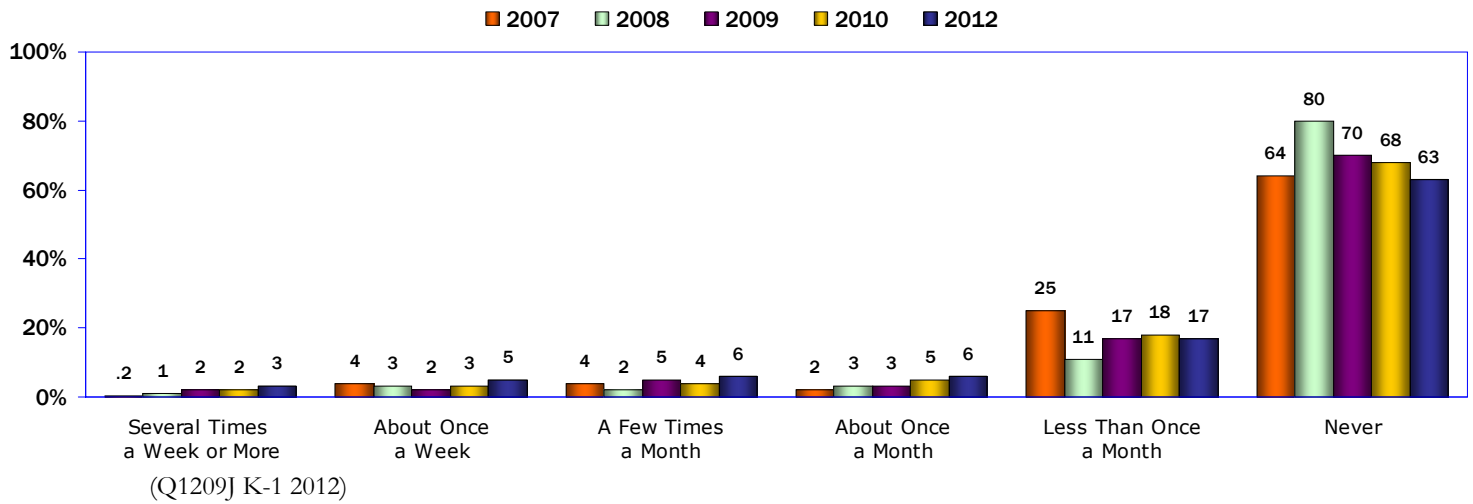
(Q841b K-2 2012)

I46. Creating content for video sharing or social networking sites

While large percentages of Internet users visit video sharing or social networking sites, a much smaller – but growing – percentage creates content for these sites.

In the current study, 37 percent of users create content to post on video sharing or social networking sites, an increase from 32 percent in 2010. However, 17 percent of users create content less than once a month.

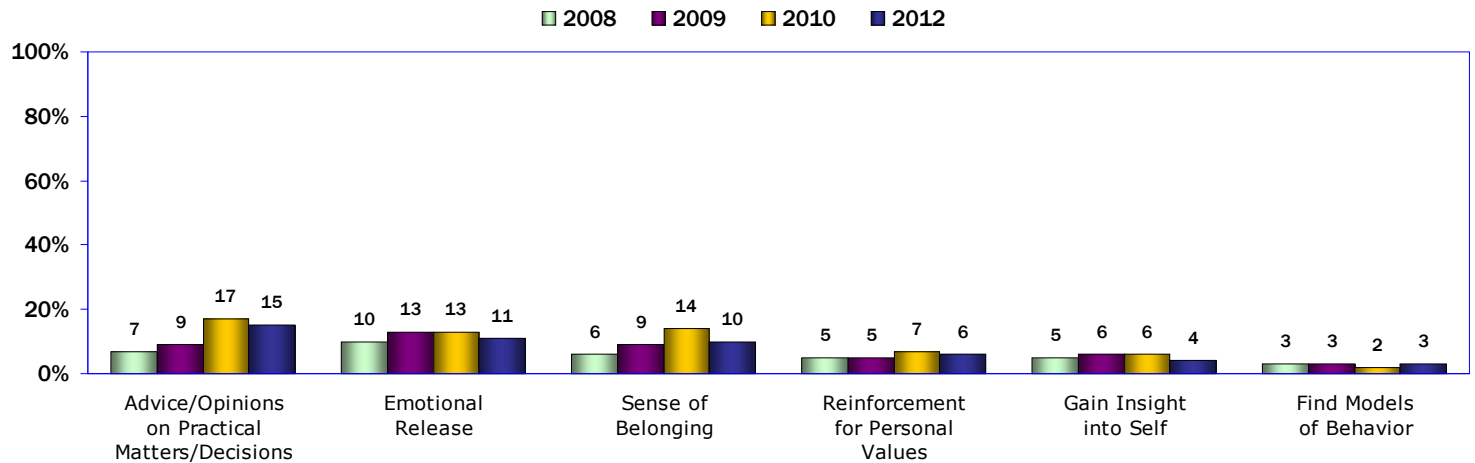
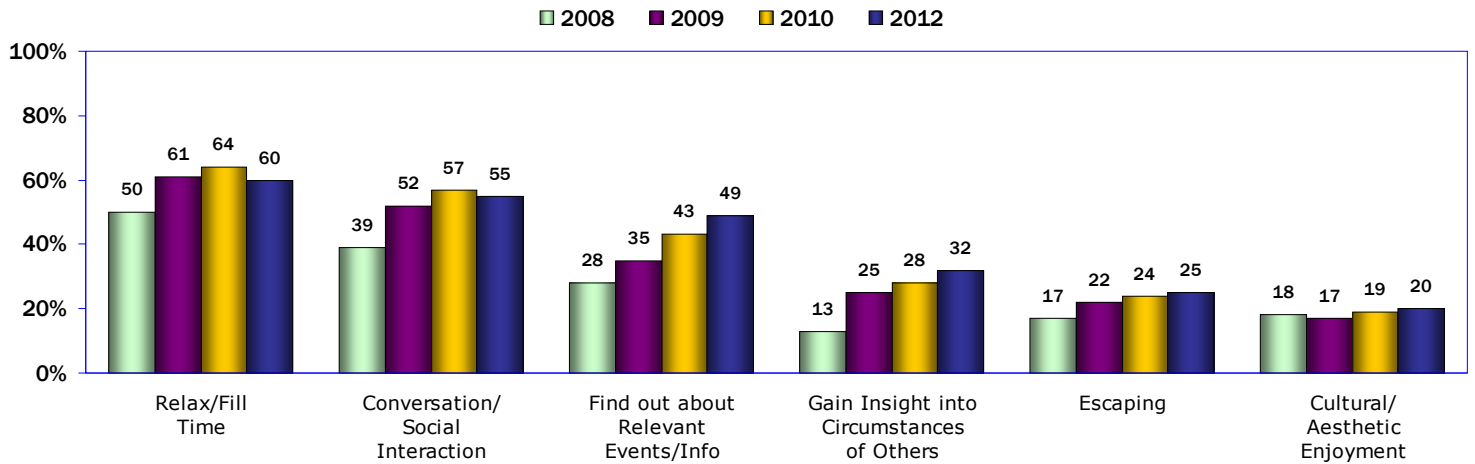
How often do you create videos or other content to post on websites such as YouTube and Facebook? (Internet users)



I47. Why do users visit websites for video sharing and social networking?

Users who visit social networking or video sharing sites do so for a variety of reasons, the most frequently-cited of which are to relax or fill time (60 percent of visitors), to be involved in conversation or social interaction (55 percent), or to find events and information (49 percent).

**Reasons for visiting video sharing and social networking websites
Such as YouTube and Facebook
(Internet users who visit social networking or idea sharing sites)**



(Q1209I K-1 2012) (Multiple responses possible)

Children and the Internet

Adults who said the children in their households. . .	
. . .spend too much time online	32%
. . .spend too much time watching television	41%
Children who said that going online is important to their school work	61%
Adults who said that the Internet has not affected the grades of the children in their households	48%
Adults who deny Internet use as a punishment tool	54%

Children and the Internet

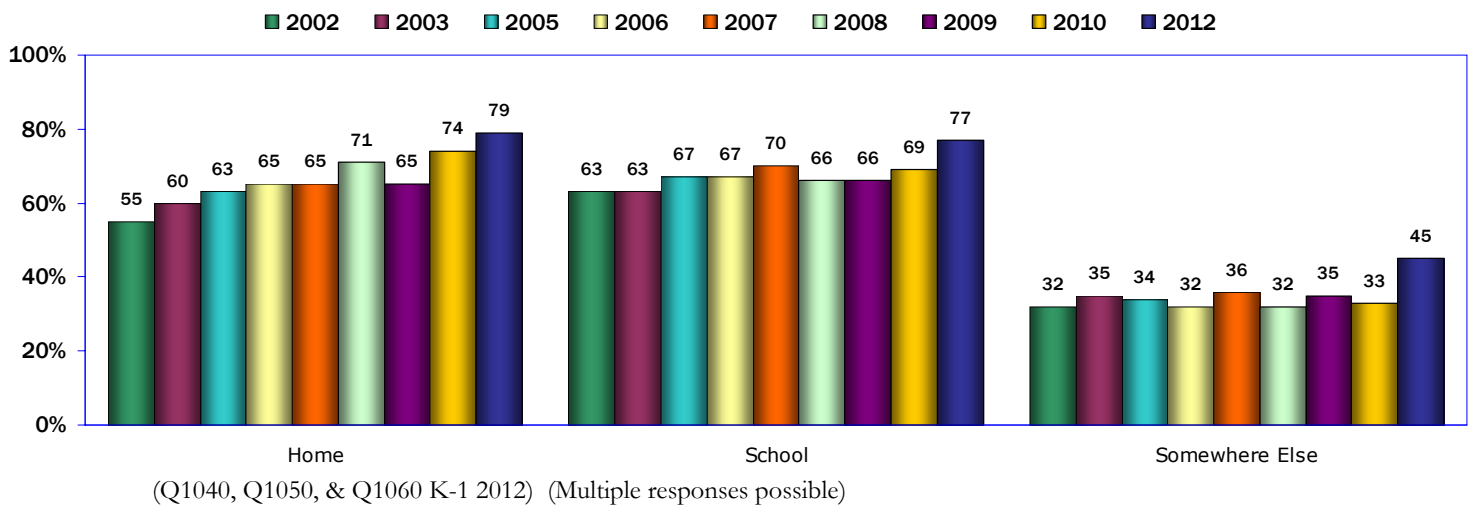
I48. From what locations do users under 18 go online?

Where do children access the Internet?

Seventy-nine percent of adults said that the children in their households go online at home (up from 74 percent in 2010), followed closely by 77 percent who say the children go online at school (up from 69 percent in the previous study) – both the high figure to date for the Digital Future studies.

The percentage of adults who said the children in their households go online at an undefined location increased considerably to 45 percent, up from 33 percent in 2010.

**Children’s location of Internet use
(Respondents Age 18 and older with children in the household)**



I49. Internet use: the right amount of time for children?

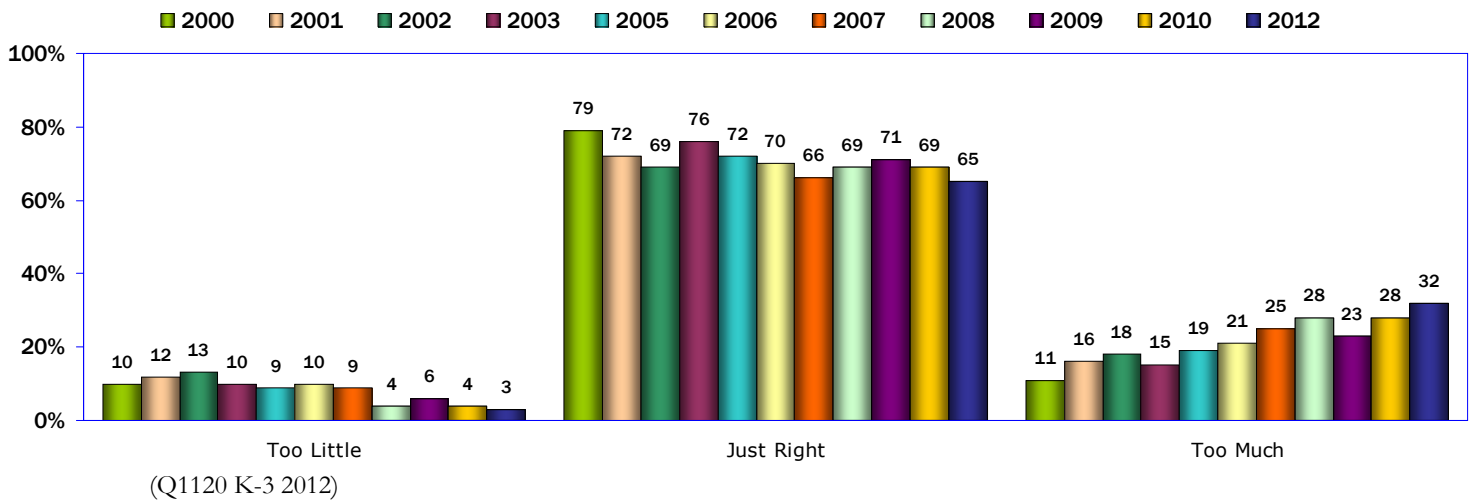
Since the Digital Future Project began in 1999, its studies have asked adults about the appropriate amount of time that children in their households spend online. A high percentage of adults say the time the children in their households spend online is just right, even though that percentage is generally declining.

In the current study, 32 percent of adults said the children in their households spend too much time online, a percentage that has increased gradually since 2000 and now is at its highest point in the Digital Future studies.

At the same time, 65 percent of adults said the children in their household spend the right amount of time online, a decline from 79 percent in 2000 and the lowest percentage thus far in the studies – well below the 79 percent reported in 2000.

And, the percentage of adults who said the children in their households spend too little time online – a percentage that has always been modest – declined to three percent, the lowest level thus far.

**Children online: the right amount of time?
(Respondents age 18 and older with children in the household)**



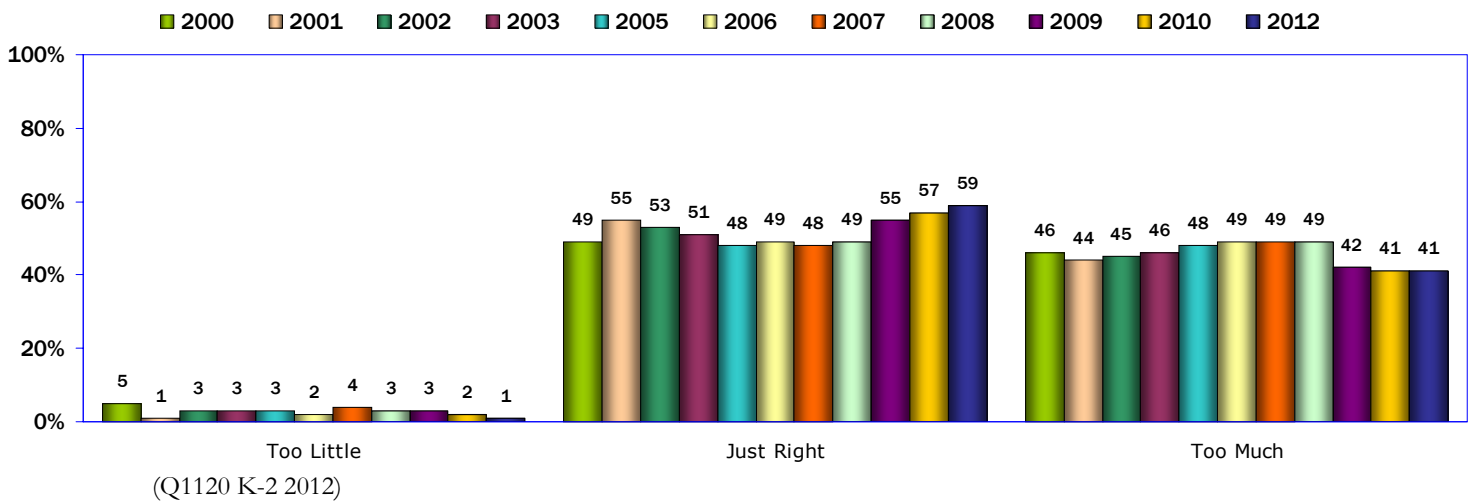
150. Television viewing: the right amount of time for children?

Although the percentage of adults who said the children in their household are spending the right amount of time online is declining (see the previous question), the percentage of adults who said that the amount of time that household children are spending watching television is just right has increased for the fourth study in a row.

Fifty-nine percent of adults said that the amount of television children in their households watch is just right, a new high level for the Digital Future studies.

Forty-one percent of adults said the children in their households spend too much time watching television – this compared to 32 percent of adults with the same view about Internet use (see the previous page).

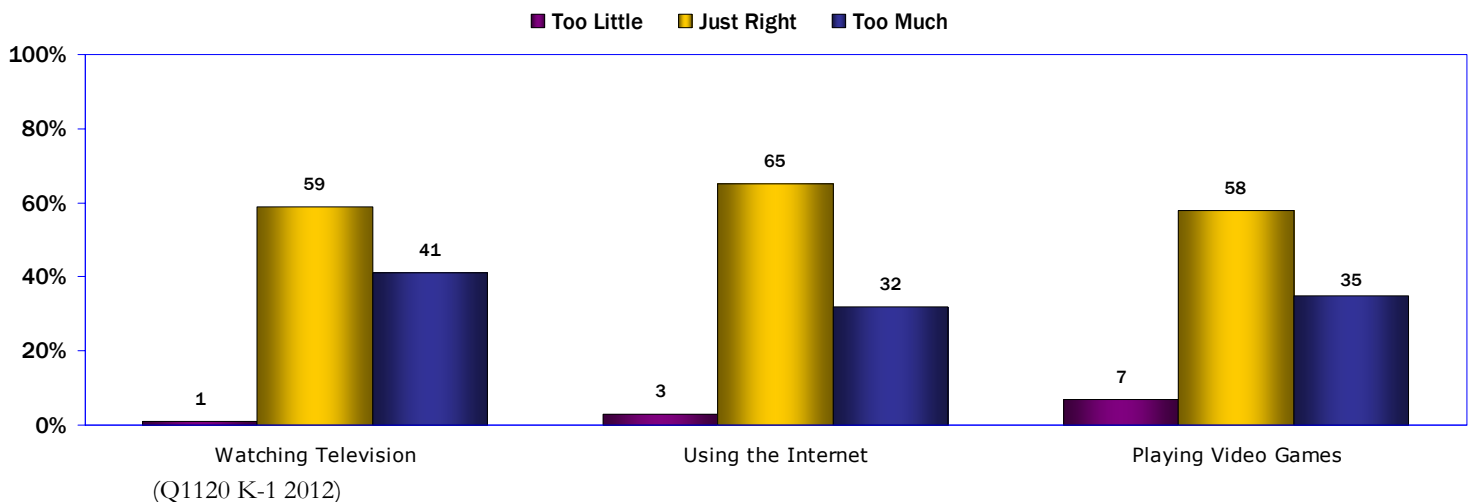
**Children watching television: the right amount of time?
(Respondents age 18 and older with children in the household)**



151. Television, Internet, and video games: the right amount of time for children? (at a glance)

For a comparison of adults’ views about children’s time watching television, going online, and playing video games, see the “at a glance” chart below.

**Children online and watching television: the right amount of time?
(Respondents age 18 and older with children in the household)**



I52. The Internet and schoolwork: children’s views

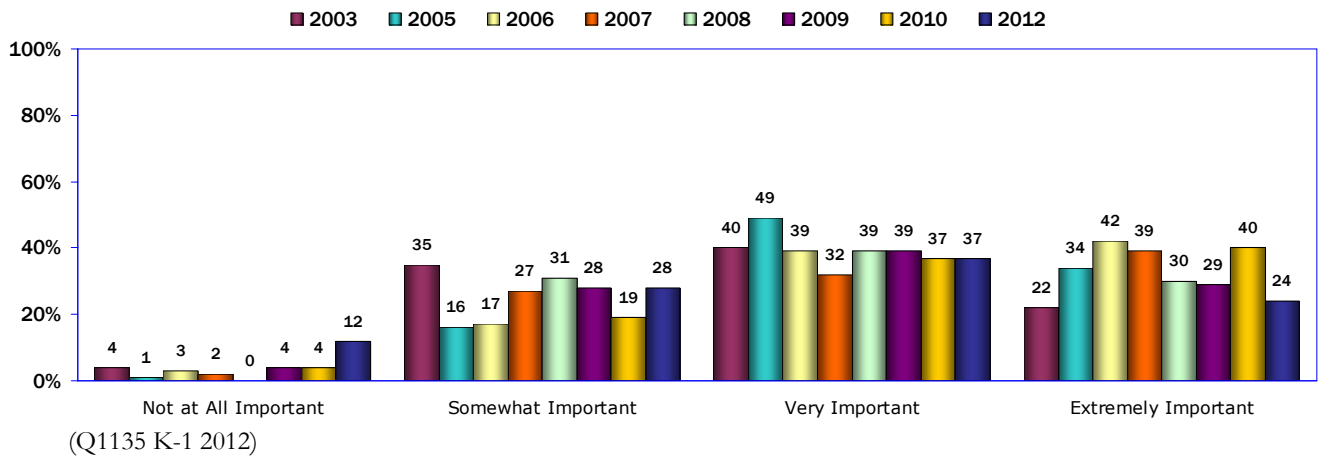
The current Digital Future study found a wide difference between the views of children and adults about the value of the Internet for schoolwork.

The percentage of Internet users age 18 and younger who said the Internet is not at all important for schoolwork, while modest, nevertheless increased sharply in the current study – now 12 percent, up from four percent in 2010.

At the other extreme, 24 percent said the Internet was extremely important for their schoolwork, down from 40 percent in 2010 and now near a low point in the Digital Future studies.

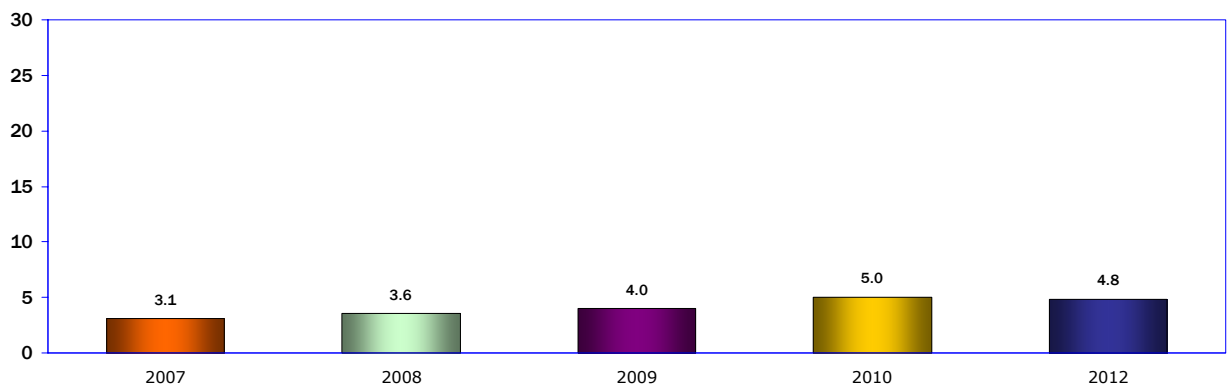
In total, 61 percent of users age 18 and younger said the Internet was very important or extremely important, compared to 77 percent reporting the same response in 2010.

**How important is the Internet for your schoolwork?
(Internet users age 18 and younger)**



Note: Internet users who are students reported 4.8 hours of Internet use at school, outside the home, down marginally from five hours a week in 2010.

**Internet access at school, outside the home, hours per week
(Internet users who are students)**



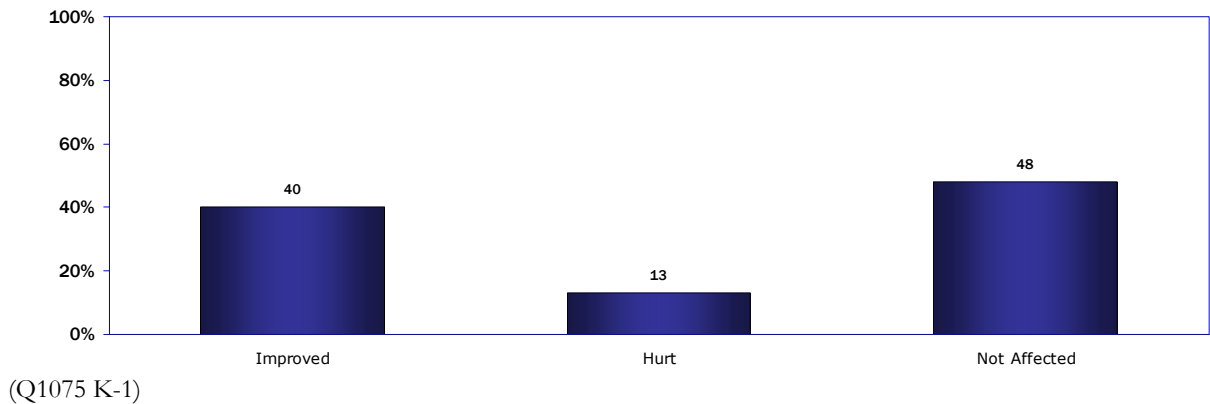
(Q410 K-2 2012) (Note: Not all respondents in this data are children)

I53. Internet use and school grades: the adults' view

While large percentages of children said that the Internet is important or very important for their studies, adults feel much differently about the effect of the Internet on grades.

While 40 percent of adults said the Internet has improved the grades of the children in their households, an even larger group – 48 percent – said going online has not affected grades. And 13 percent of adults said the Internet has hurt the grades of the children in their households.

**Do you think that the Internet has improved, hurt, or not affected the grades of the children in your household?
(Respondents age 18 and older with children in the household)**



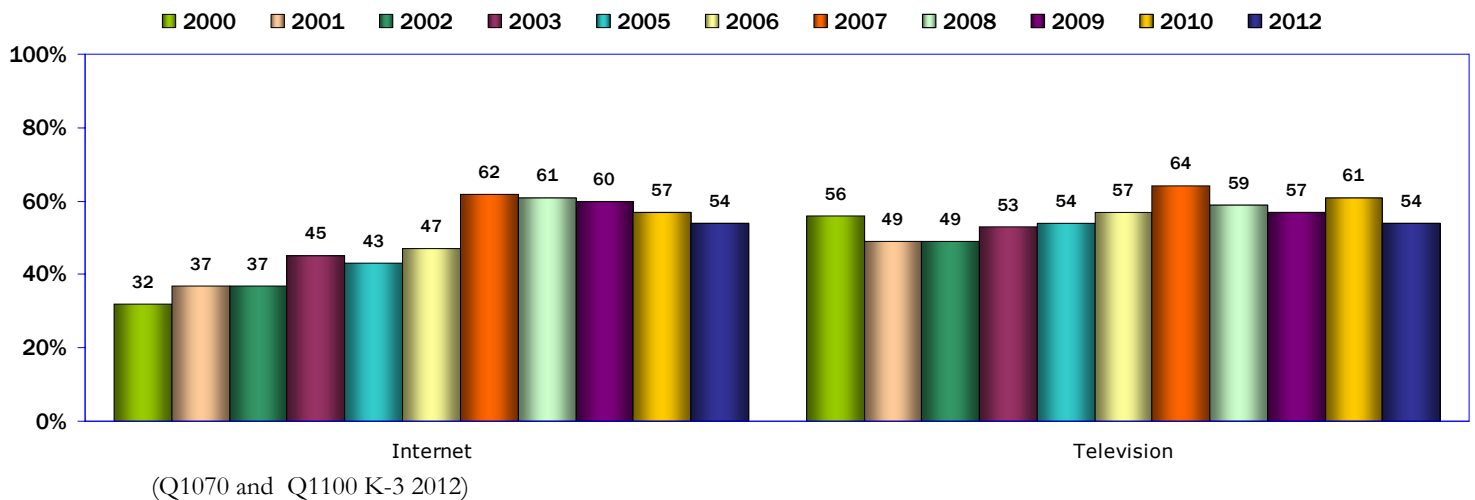
I54. Internet use and television viewing: use as a punishment tool

Large but declining percentages of adults said they use denial of either Internet access or viewing television as a punishment tool.

Fifty-four percent of adults with children in their households said they deny Internet access as a punishment tool, a decline for the fourth study in a row from the peak of 62 percent in 2007.

The same percentage of adults with children in their households deny television viewing as punishment, a decrease in the current study after a modest increase in 2010.

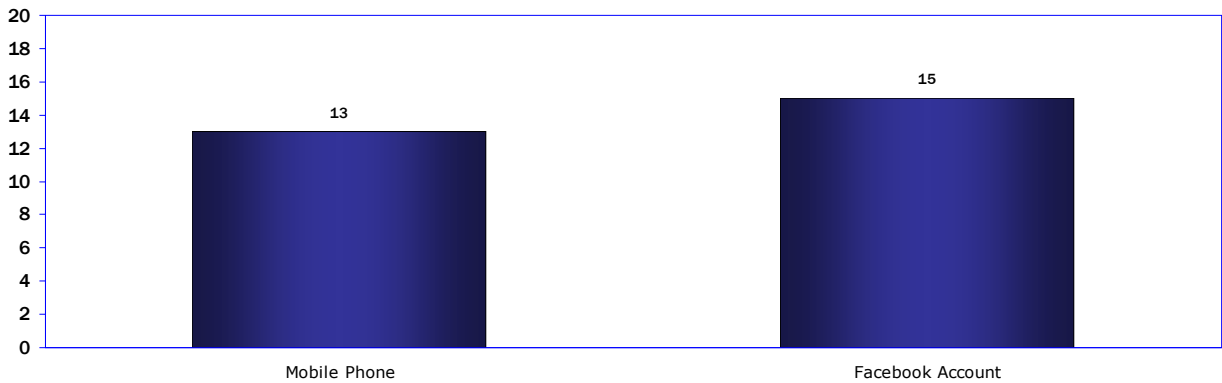
**Internet access and television viewing: use as a punishment tool
(Respondents age 18 and older with children in the household)**



I55. Mobile phones and Facebook accounts – what age is appropriate for children?

How old should children be when they get a cell phone or Facebook account? Adults with children in their household reported an average age of 13 for mobile phones, and 15 for a Facebook account.

**At what age is it appropriate for a child to have a cell phone or a Facebook account?
(Respondents age 18 and older with children in their household)**

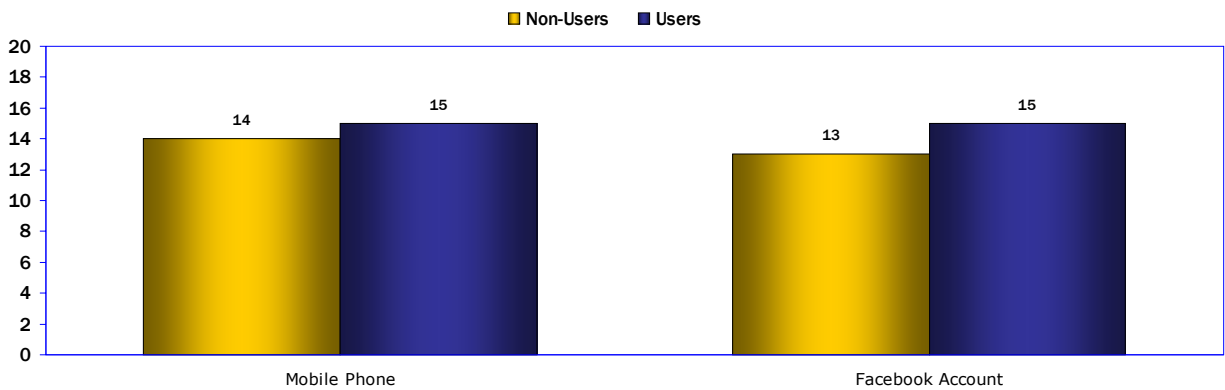


(Q1136 K-1)

I56. Mobile phones and Facebook accounts – what age is appropriate? (users vs. non-users)

Internet users reported a higher average age than non-users for when it is appropriate to have either a mobile phone or a Facebook account.

**At what age is it appropriate for a child to have a cell phone or a Facebook account?
(Respondents age 18 and older with children in their household)**



(Q1136 K-2)

Political power and influence

Users who said. . .

- . . . the Internet has become important for political campaigns 70%
- . . . by using the Internet public officials will care more about what people think 29%
- . . . the Internet helps people to better understand politics 53%
- . . . the Internet can give people more say in what government does 28%
- . . . by using the Internet people like you can have more political power 32%

Users who said it is safe to say whatever they think about politics while online 28%

The Internet and the political process

157. The Internet’s importance in political campaigns

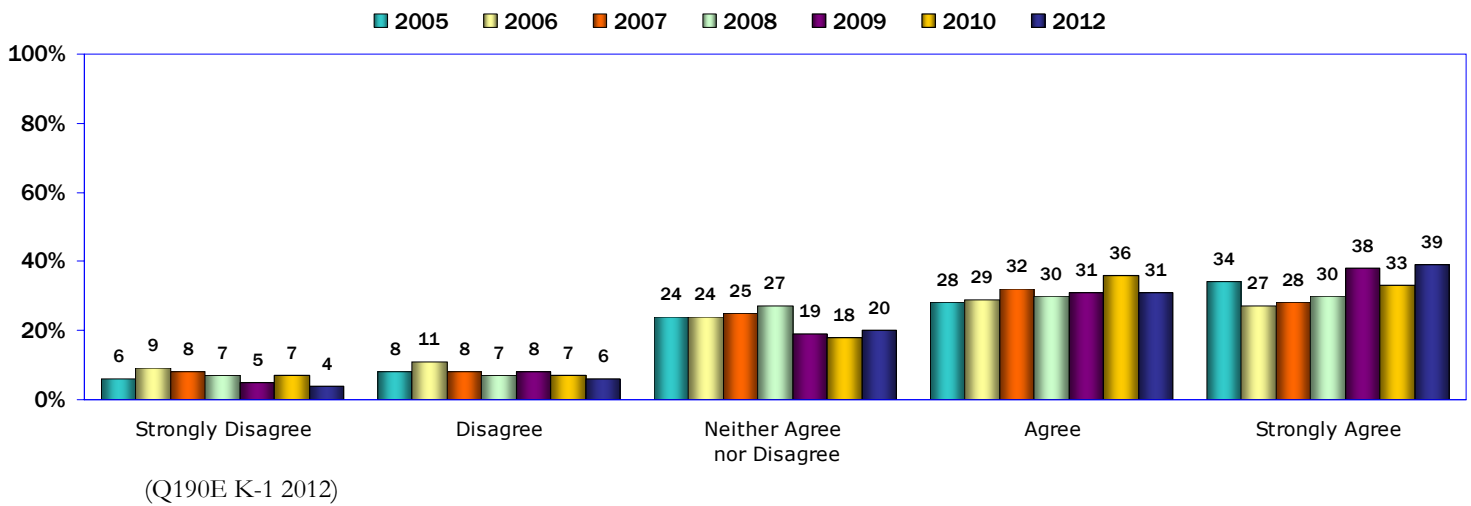
A large percentage of respondents to the Digital Future study continue to agree that the Internet has become important for political campaigns; that level of agreement remained stable in the current study.

Seventy percent of respondents age 16 and older agree or strongly agree that the Internet has become important for political campaigns, up marginally from 2010 and 2009. And, the percentage of respondents expressing the strongest level of agreement reached a new high – 39 percent.

The percentage who do not think that the Internet is important in political campaigns dropped to 10 percent of respondents, the lowest level thus far in the Digital Future studies.

In addition to the findings on the next 14 pages, see the Trends section on page 171.

**The Internet has become important for the political campaign process
(Respondents age 16 and older)**



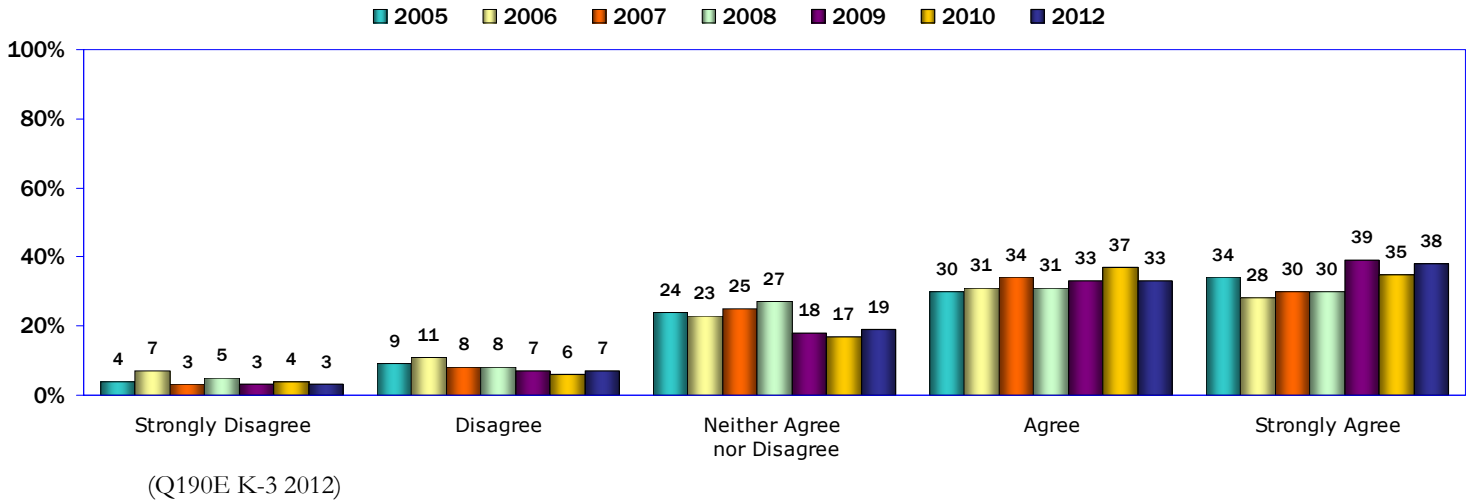
I58. The Internet’s importance in political campaigns: Internet users

While the percentage of all respondents age 16 and older who think that the Internet is important for political campaigns remains stable, the percentage of Internet users who agree with this statement dropped marginally in the current study.

Seventy-one percent of users agree or strongly agree that the Internet has become important for political campaigns.

However, the percentage of Internet users who do not think the Internet is important in political campaigns has dropped to 10 percent of respondents, the same as the lowest response previously reported in 2009.

**The Internet has become important for the political campaign process
(Internet users age 16 and older)**

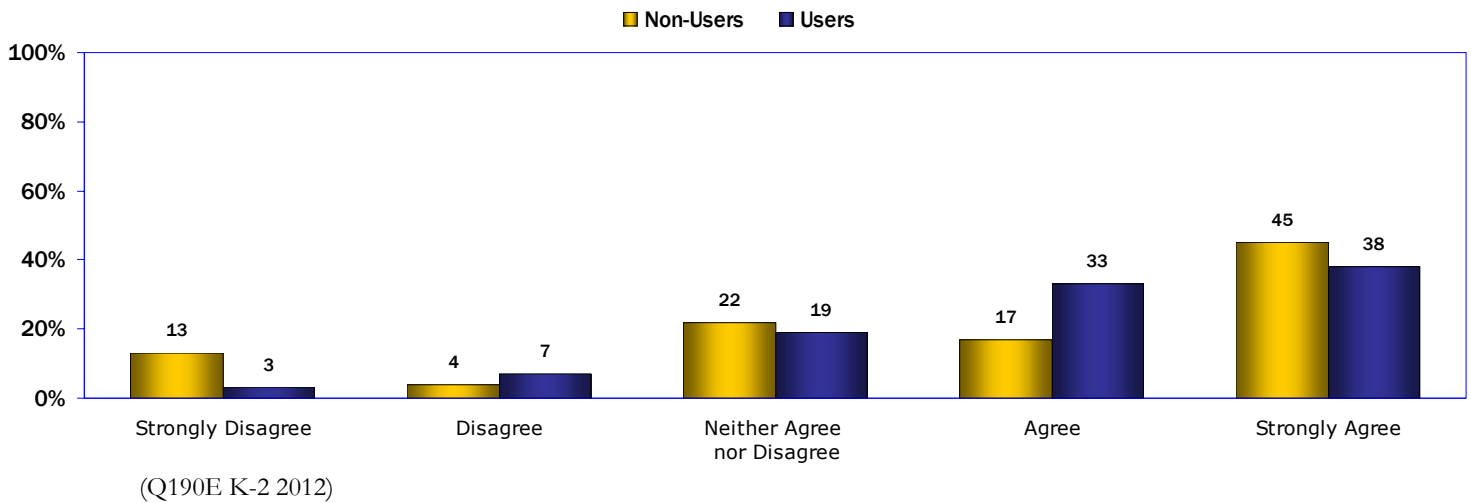


159. The Internet’s importance in political campaigns: Internet users vs. non-users

In the current study, Internet users and non-users age 16 and older report moderate differences in views about the importance of the Internet in political campaigns. Seventy-one percent of users agree or strongly agree that the Internet has become important for political campaigns, compared to 62 percent of non-users with the same view.

Yet a larger percentage of non-users (45 percent) than users (38 percent) report the strongest agreement that the Internet is important for political campaigns. But a smaller percentage of users (10 percent) than non-users (17 percent) do not think the Internet is important for political campaigns.

**The Internet has become important for the political campaign process
(Respondents Age 16 and Older)**



I60. Is the Internet a tool for political influence?

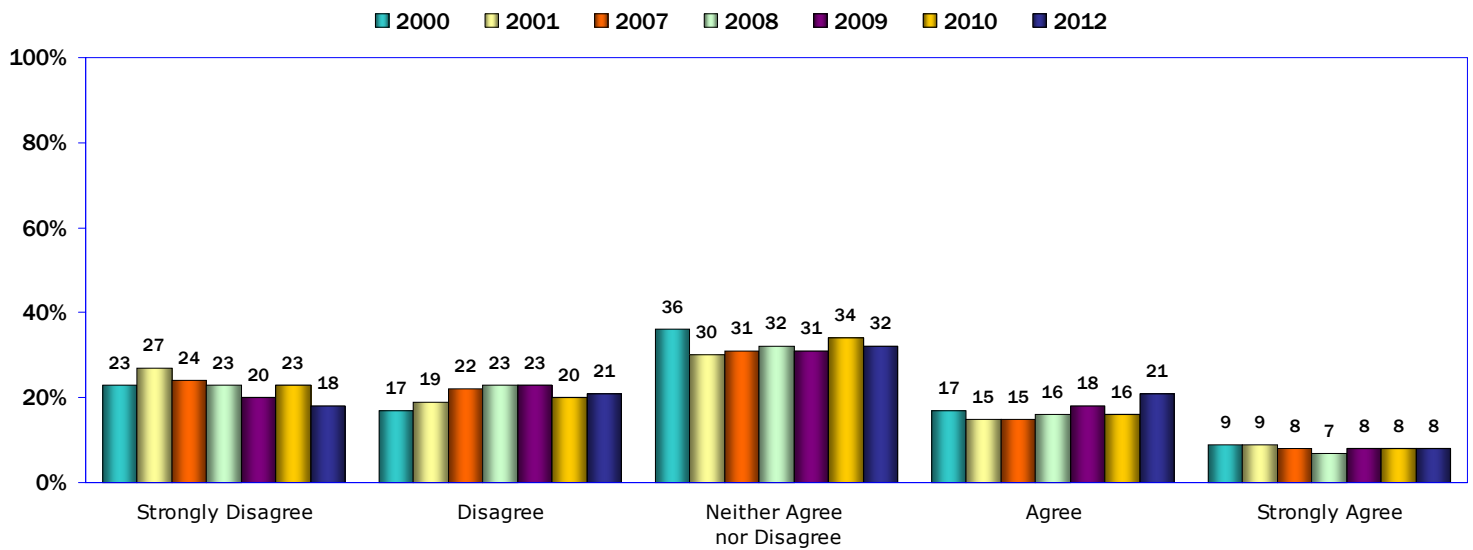
Does the Internet serve as a tool to create influence with public officials? Only a small percentage of respondents in the current study think so.

The Internet is viewed as important in political campaigns by a large percentage of respondents age 16 and older (see the previous question), but a much smaller – but increasing – percentage of respondents believe that by using the Internet, public officials will care more about what people like them think.

Twenty-nine percent of respondents agree or strongly agree that by using the Internet, public officials will care more about what people like them think, up from 24 percent in the previous study.

However, an even larger percentage in the current study – 39 percent – do not think the Internet is a tool for political influence, down from 43 percent in 2010.

**By using the Internet public officials will care more about what people like them think
(Respondents age 16 and older)**

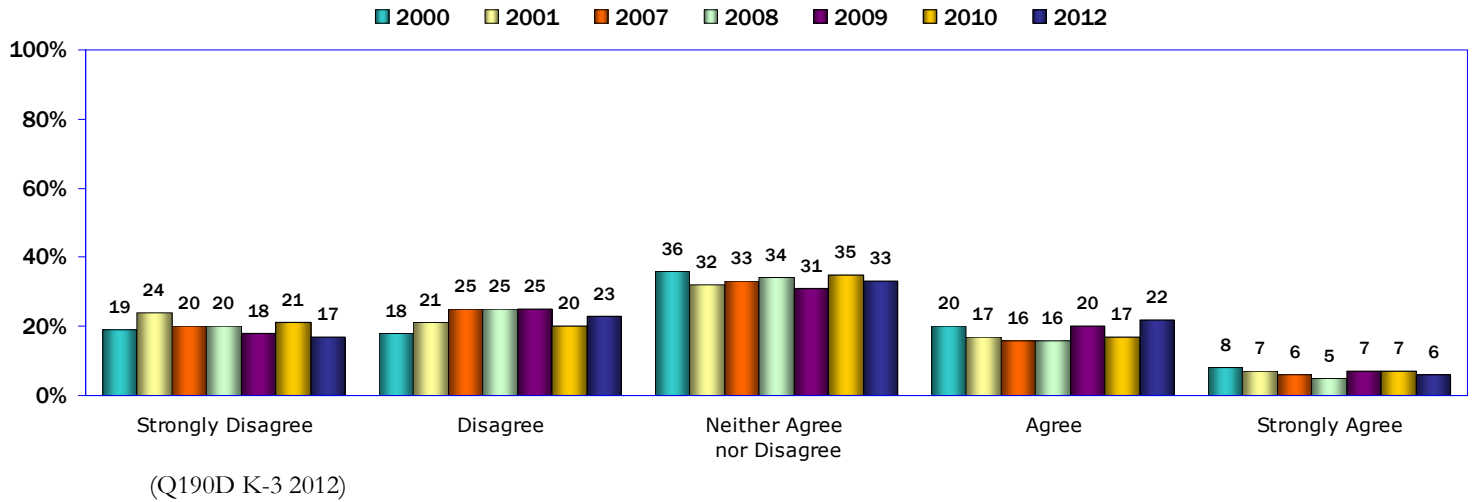


(Q190D K-1 2012)

161. The Internet as a tool for political influence: Internet users

Among Internet users age 16 and older, 28 percent agree that the Internet can make public officials care more about what people like them think, up from 24 percent in the previous study.

**By using the Internet public officials will care more about what people like them think
(Internet users age 16 and older)**



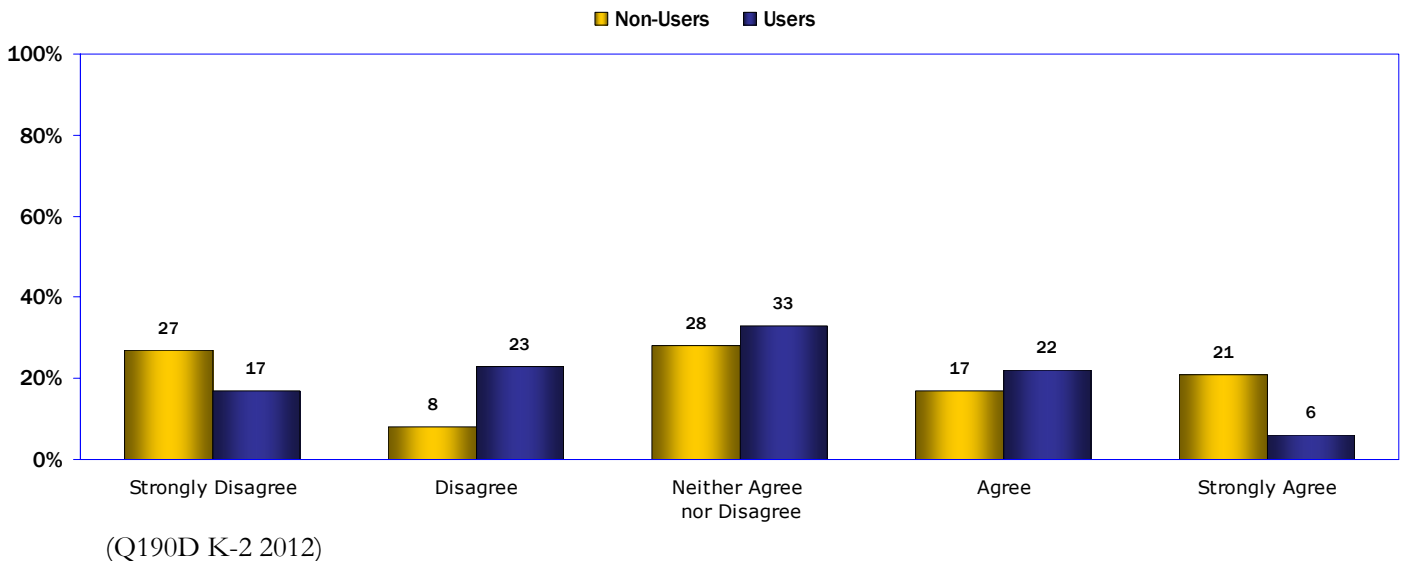
162. The Internet as a tool for political influence: Internet non-users vs. users

The same percentages of users and non-users said that the Internet can be a tool for political influence. Twenty-eight percent of users and 38 percent of non-users age 16 and older believe that the Internet will cause public officials to care more about what people like them think.

However, a much larger percentage of non-users (21 percent) than users (six percent) strongly agree that the Internet will cause public officials to care more about what people like them think.

Forty percent of users and 35 percent of non-users do not agree that public officials will care more about what people like them think by using the Internet.

**By using the Internet public officials will care more about what people like them think
(Respondents age 16 and older)**



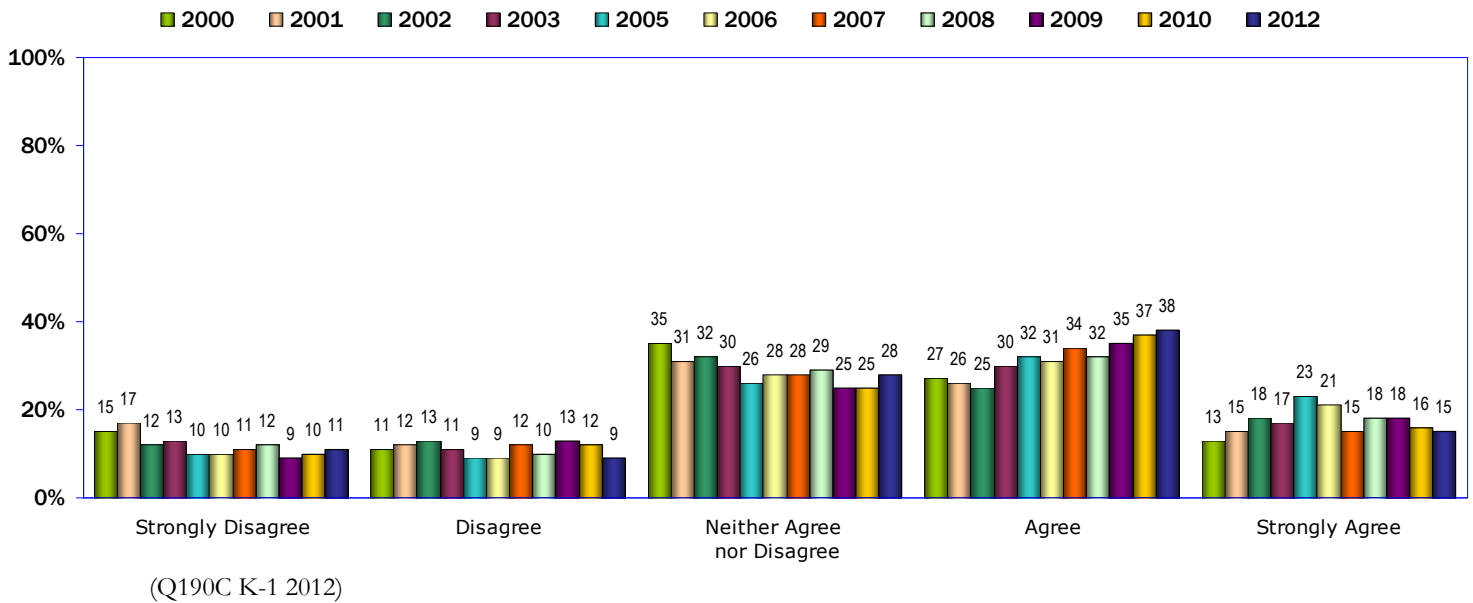
163. The Internet: a tool for understanding politics

A majority of respondents age 16 and older view the Internet as a useful tool to better understand politics.

Fifty-three percent of respondents agree or strongly agree that the Internet allows people to better understand politics, the same level as in 2010 and 2009.

Levels of agreement about the role of the Internet to help people better understand politics have been on a general upward trend since 2000, when 40 percent agree with this concept.

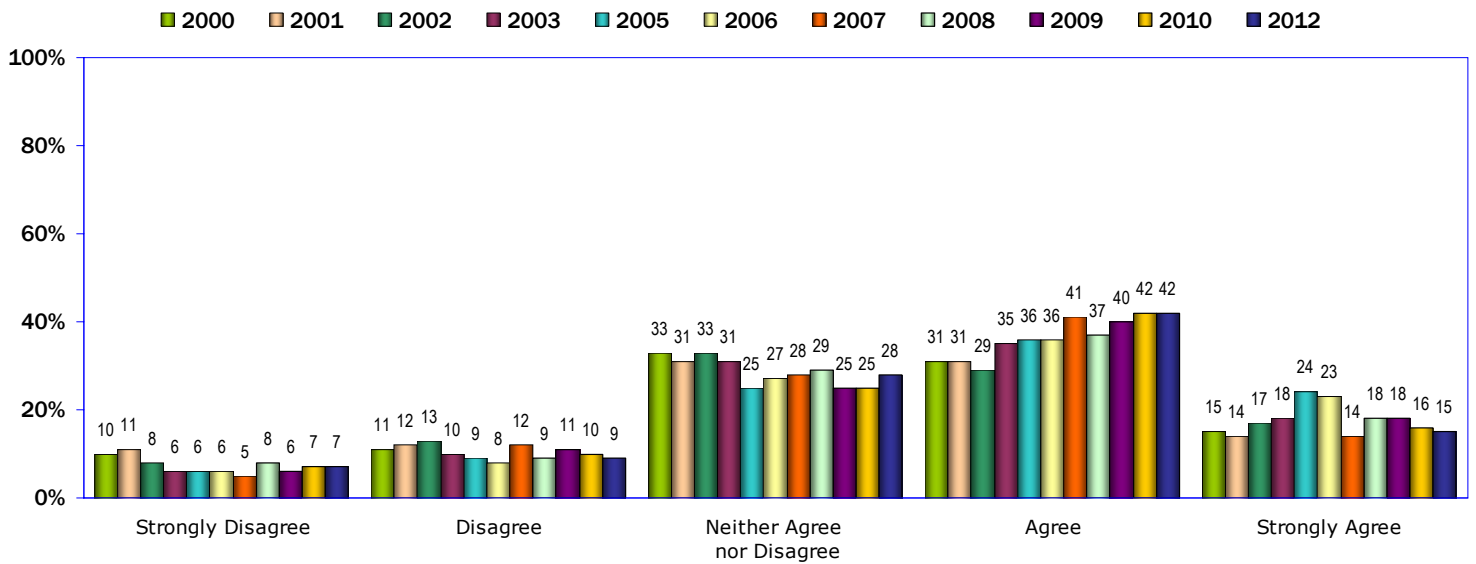
**Using the Internet allows people to better understand politics
(Respondents age 16 and older)**



164. The Internet: a tool for understanding politics (Internet users)

Fifty-seven percent of users agree or strongly agree that going online can help people better understand politics.

**By using the Internet, people like you can better understand politics
(Internet users age 16 and older)**



(Q190C K-3 2012)

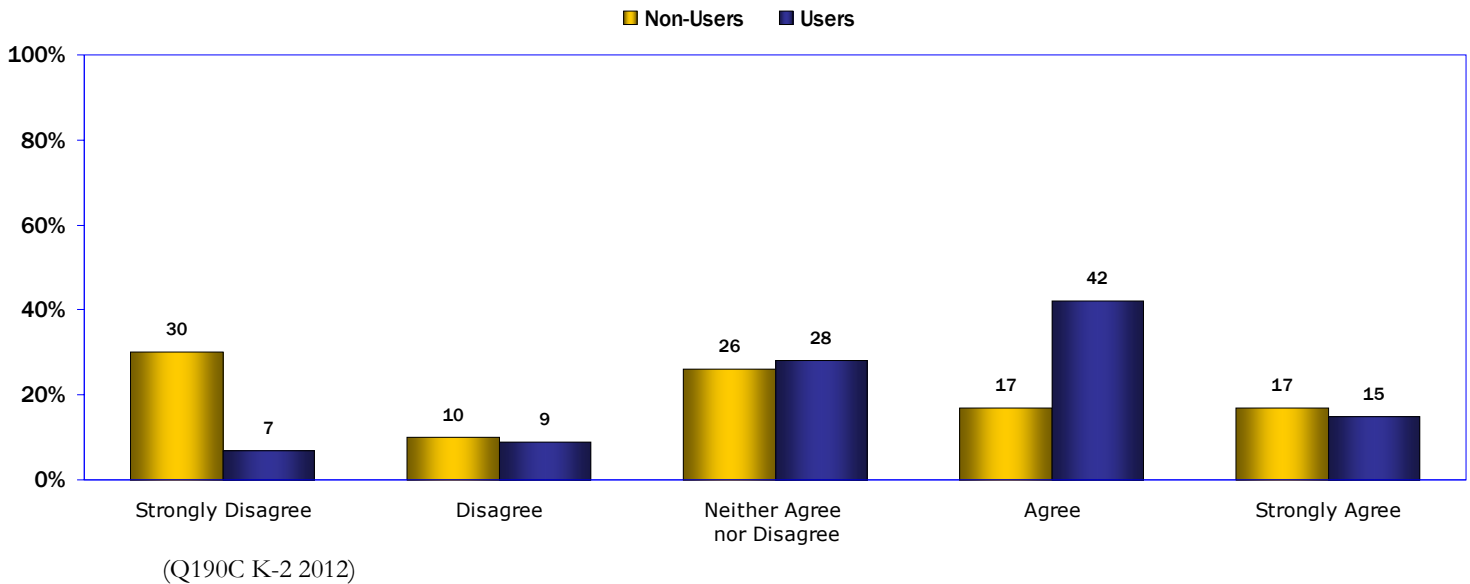
I65. The Internet: a tool for understanding politics (Internet non-users vs. users)

The Internet is viewed as a political education tool by much larger percentages of users than non-users.

Fifty-seven percent of users age 16 and older in the current study said that using the Internet allows people to better understand politics, compared to 34 percent of non-users.

Conversely, 40 percent of non-users age 16 and older disagree or strongly disagree with this statement, compared to 16 percent of users.

**Using the Internet allows people to better understand politics
(Respondents age 16 and older)**



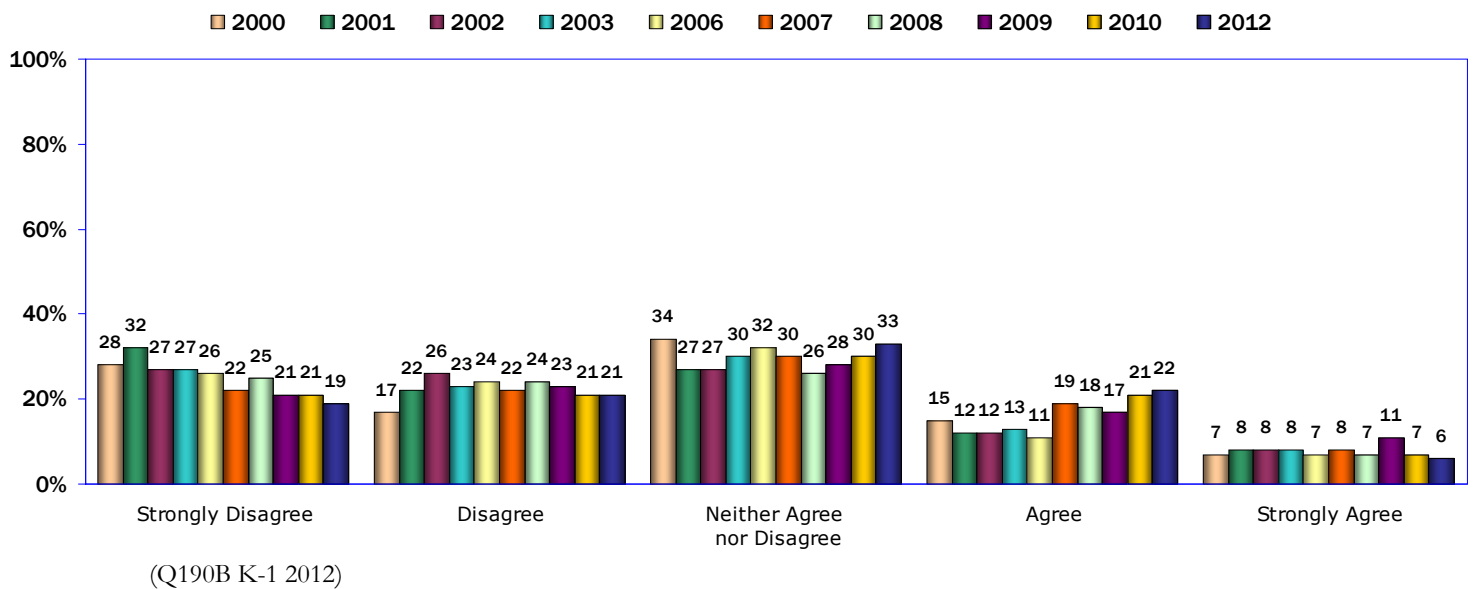
166. Does the Internet give people more say in what the government does?

When asked if the Internet can function as a tool for political influence (see page 149), only 28 percent of respondents age 16 and older agree. Twenty-eight percent also agree or strongly agree that the Internet can give people more of a say in what government does – the same response as in 2010.

While a modest percentage, the levels of agreement in 2010 and the current study remain the highest thus far in the Digital Future studies.

Forty percent of respondents disagree or strongly disagree that the Internet gives people more say in what the government does, a decline from 42 percent in 2010 and 44 percent in 2009 – a new low for the studies. A growing percentage takes a neutral position on this question – now 33 percent, an increase for the third study in a row.

**By using the Internet, people like you can have more say in what the government does
(Respondents age 16 and older)**



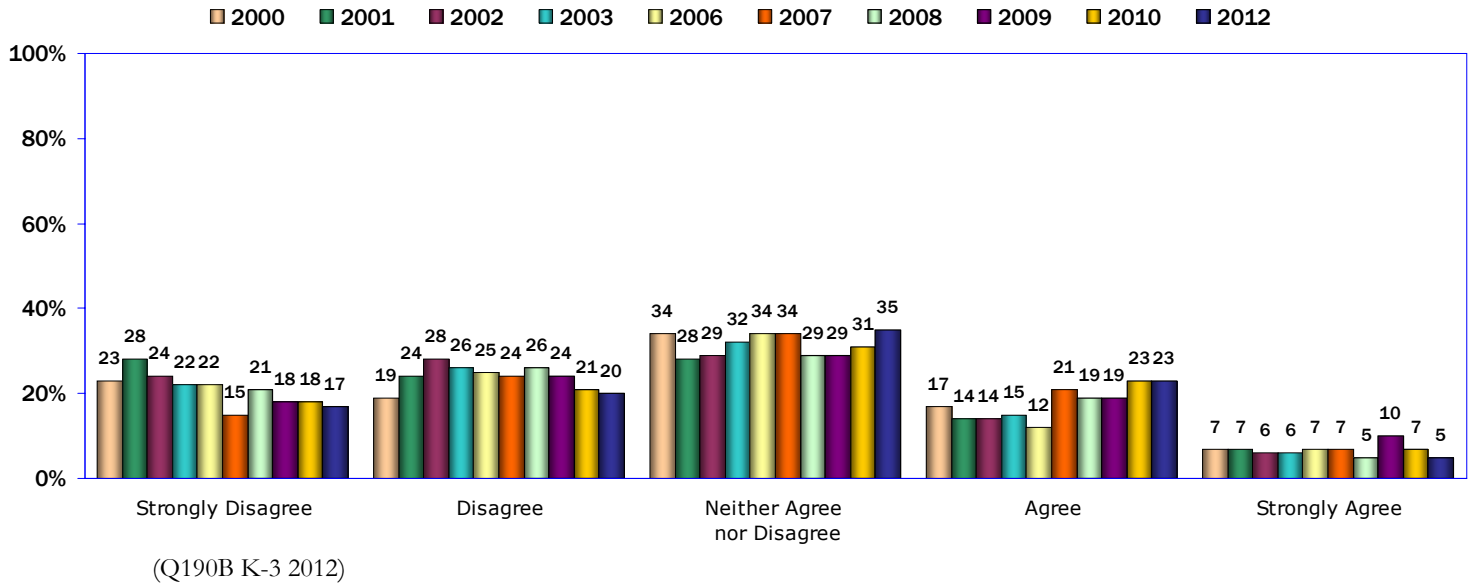
167. Does the Internet give people more say in what the government does? (Internet users)

The percentage of Internet users who believe the Internet can give people more say in what the government does is declining.

In the current study, 28 percent of users age 16 and older agree or strongly agree that using the Internet can give people more say in what the government does, down slightly from 30 percent in 2010 and 29 percent in 2009.

However, the percentage of users who disagree with this issue is also declining. Thirty-seven percent of users age 16 and older disagree or strongly disagree that the Internet can give people more say in government, a decline from 39 percent in 2010 and 42 percent in 2009.

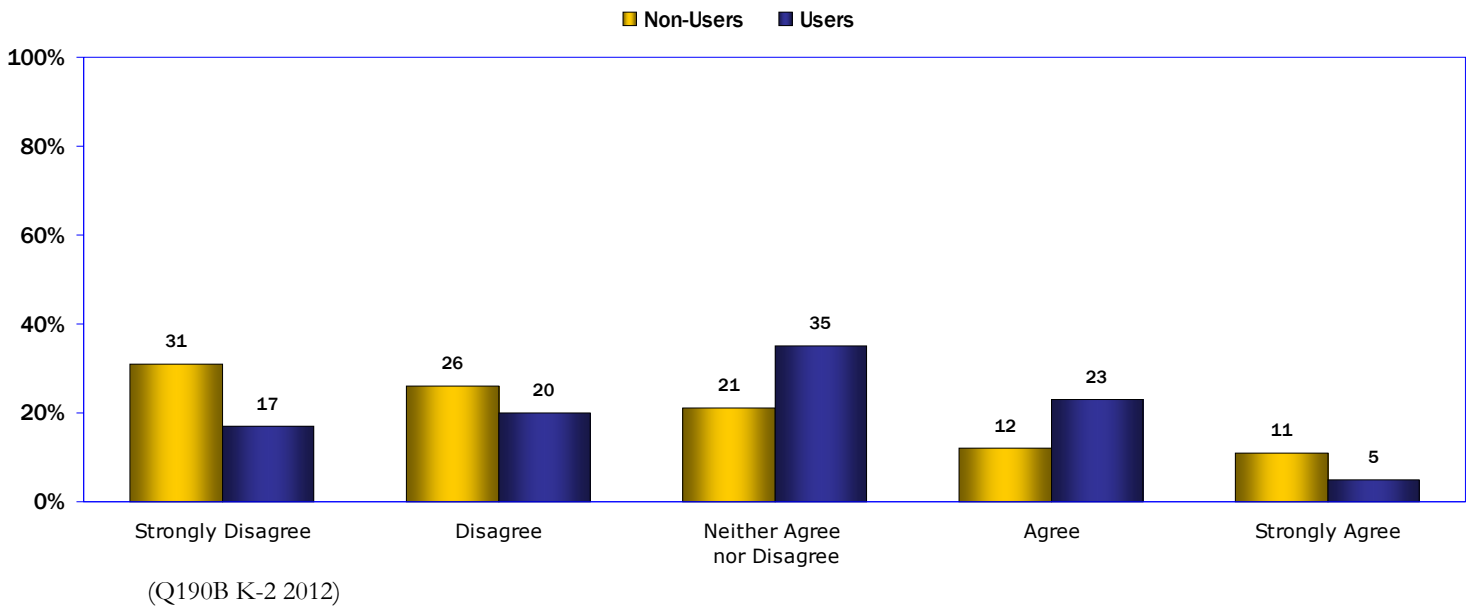
By using the Internet, people like you can have more say in what the government does (Internet users age 16 and older)



I68. Does the Internet give people more say in what the government does? (users vs. non-users)

A larger percentage of users (28 percent) compared to non-users (23 percent) age 16 and older agree or strongly agree that the Internet gives people more say in what the government does. A much larger percentage of non-users (57 percent) compared to users (37 percent) disagree or strongly disagree with this statement.

**By using the Internet, people like you can have more say in what the government does
(Respondents age 16 and older)**



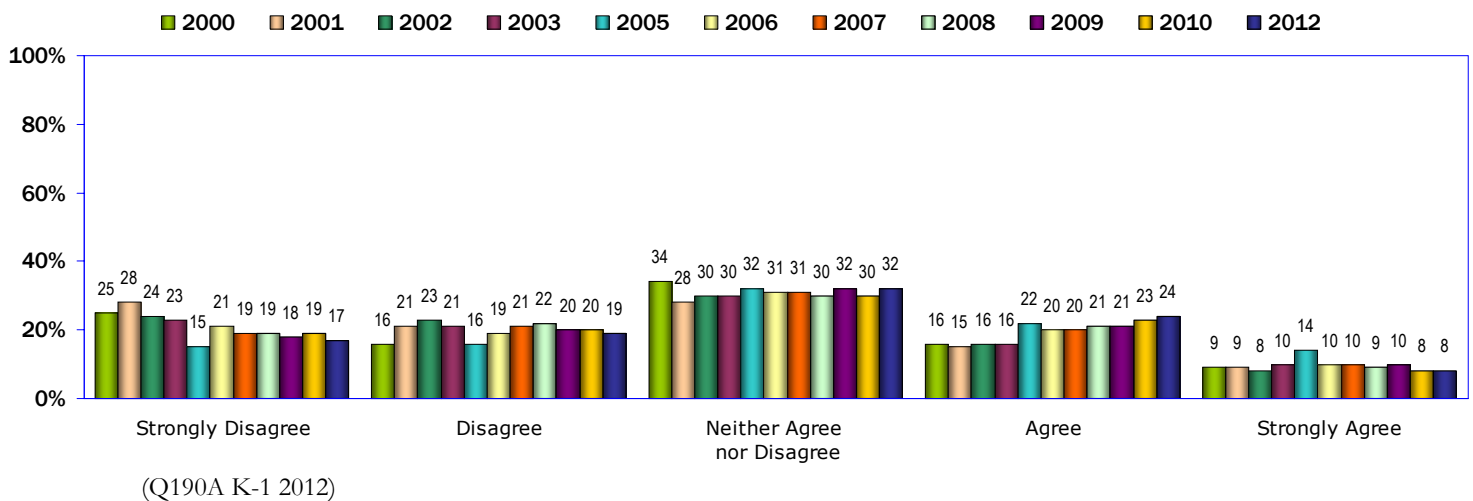
169. The Internet as a tool to help gain political power

While a small but increasing percentage of respondents age 16 and older said that the Internet can be used to gain influence with political officials (see page 149), how do respondents feel about using online technology to gain political power?

Thirty-two percent of respondents agree or strongly agree that people like them can use the Internet to gain more political power.

And the percentage of respondents who disagree or strongly disagree with this statement declined to 36 percent – down from 39 percent in 2010 and 38 percent in 2009.

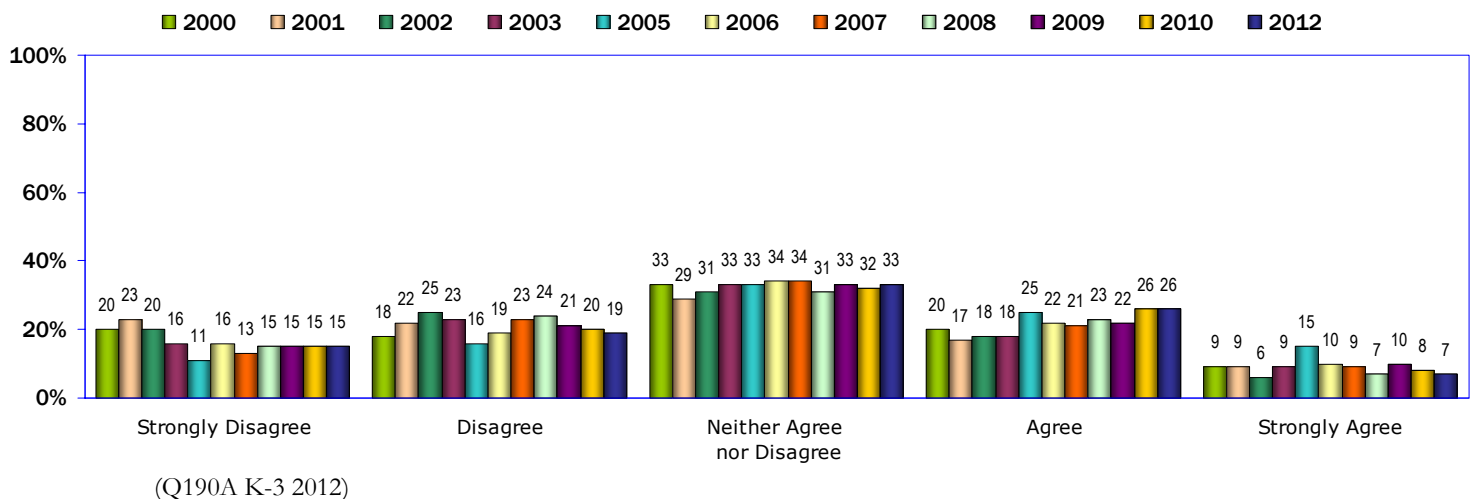
**By using the Internet people like you can have more political power
(Respondents age 16 and older)**



170. The Internet as a tool to help gain political power (Internet users)

A slightly higher percentage of users (33 percent) compared to all respondents (see the previous page) agree or strongly agree that by using the Internet, people like them can have more political power.

**By using the Internet people like you can have more political power
(Internet users age 16 and older)**

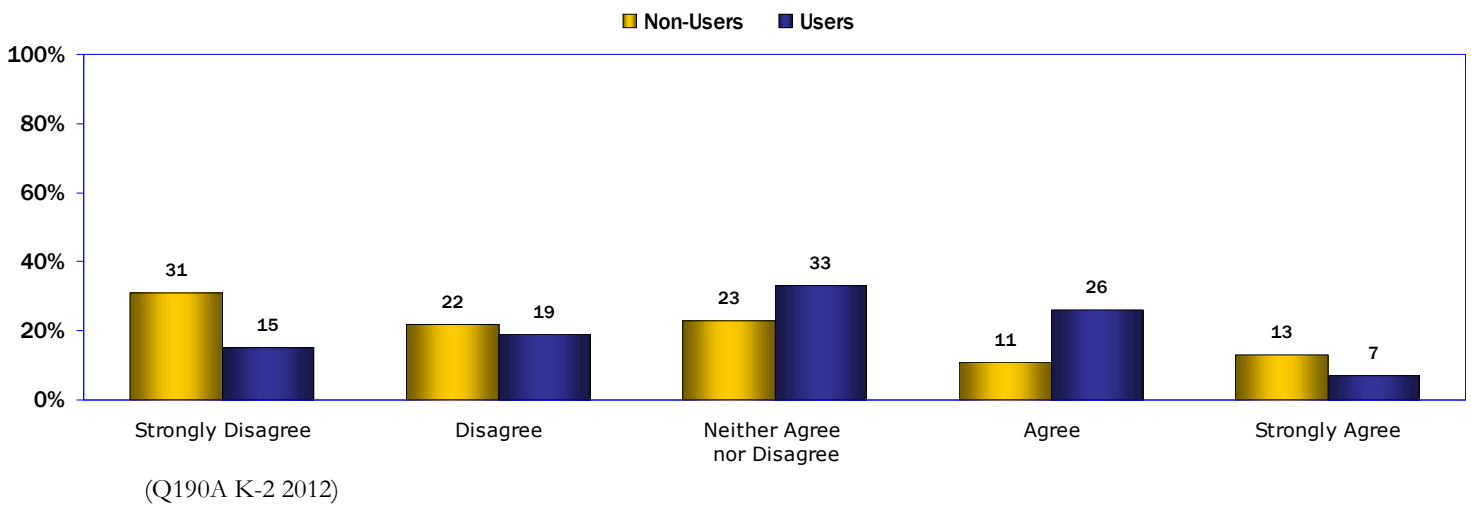


171. The Internet as a tool to help gain political power: Internet non-users vs. users

Users and non-users report some differences in their views about the Internet’s role as a tool to gain political power. Thirty-three percent of users agree or strongly agree that by using the Internet people like them can have more political power, compared to 24 percent of non-users.

On the other hand, 53 percent of non-users disagree or strongly disagree that the Internet can be a tool to help gain political power, compared to 34 percent of users.

**By using the Internet people like you can have more political power
(Respondents age 16 and older)**

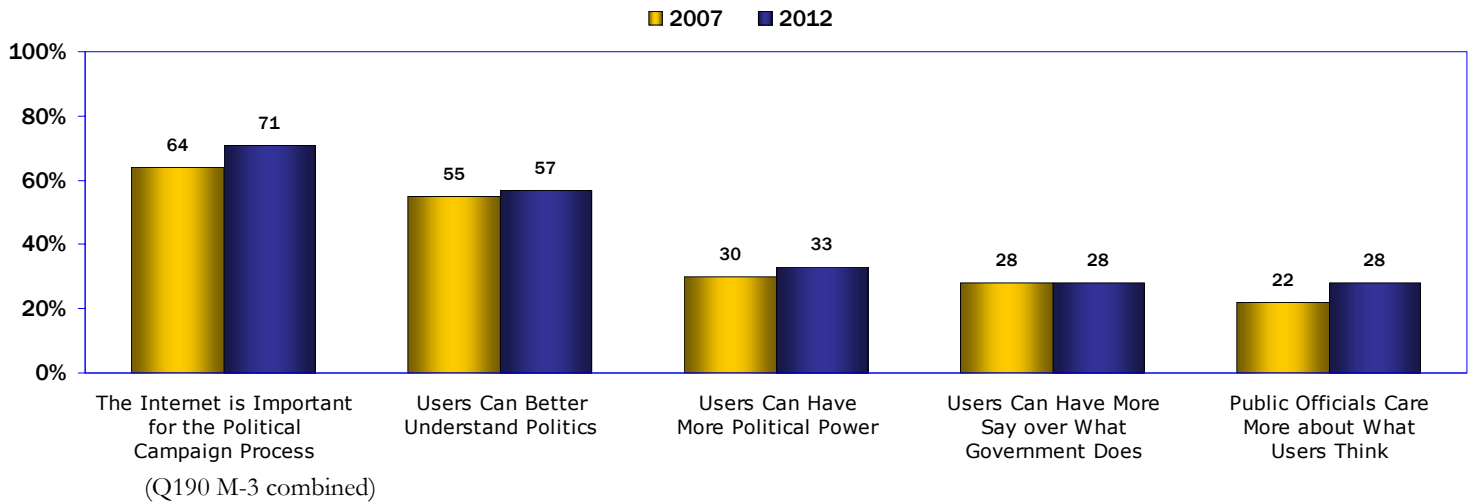


172. At a glance: views about the Internet and politics

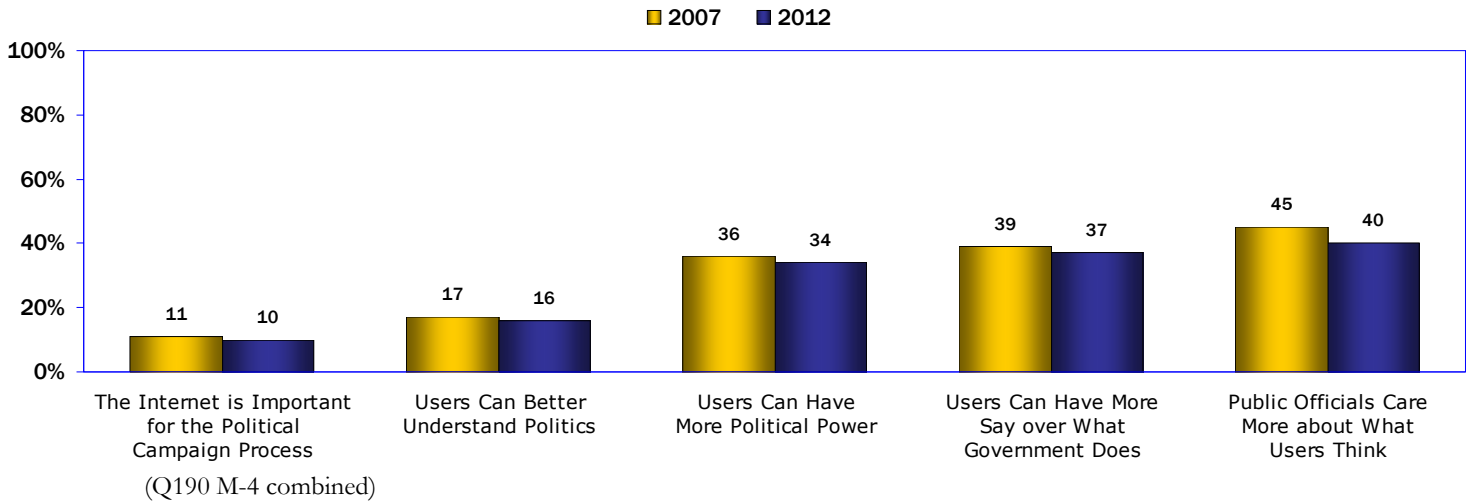
While the Digital Future studies have found some shifts in views about the role of the Internet in politics since the project began in 2000, looking at the last five years – a period in which online communication for political purposes has increased extensively – shows only modest changes in views about the importance of the Internet in the American political process.

However, two findings are worth noting: the percentage of users who agree or strongly agree that the Internet is important for the political campaign process – now 71 percent, up from 64 percent in 2007; and the percentage of users who agree or strongly agree that the Internet can make public officials care more about what users think, which is up to 28 percent of users from 22 percent in 2007.

**Views about the Internet and politics
(Internet users – agree or strongly agree)**



**Views about the Internet and politics
(Internet users – disagree or strongly disagree)**



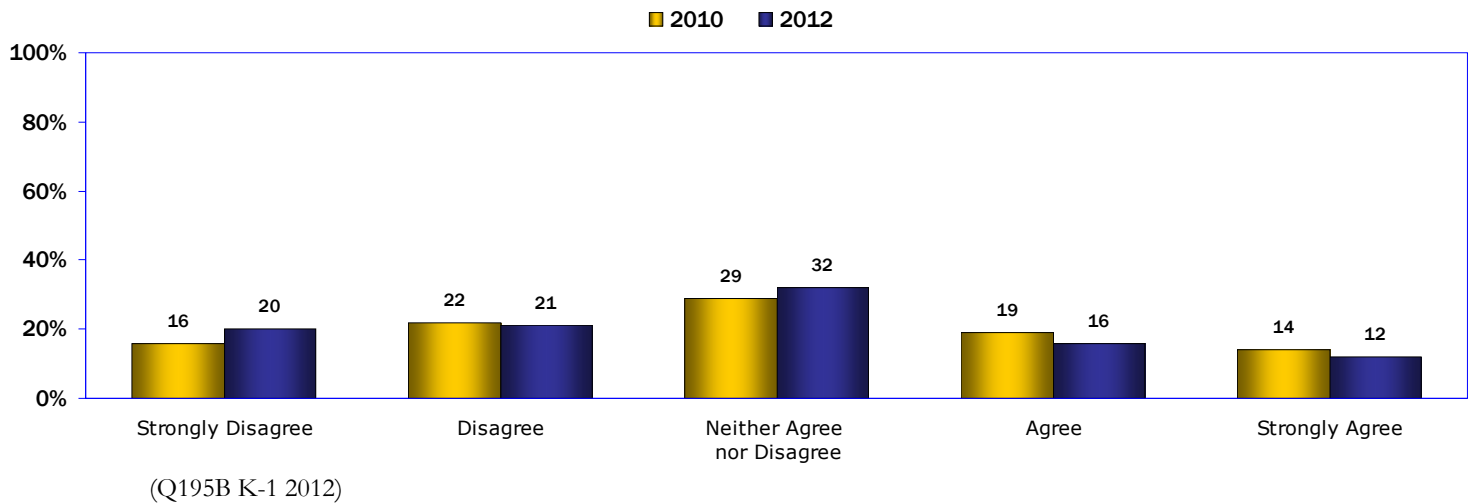
The Internet and free speech about politics and government

173. Personal political expression on the Internet

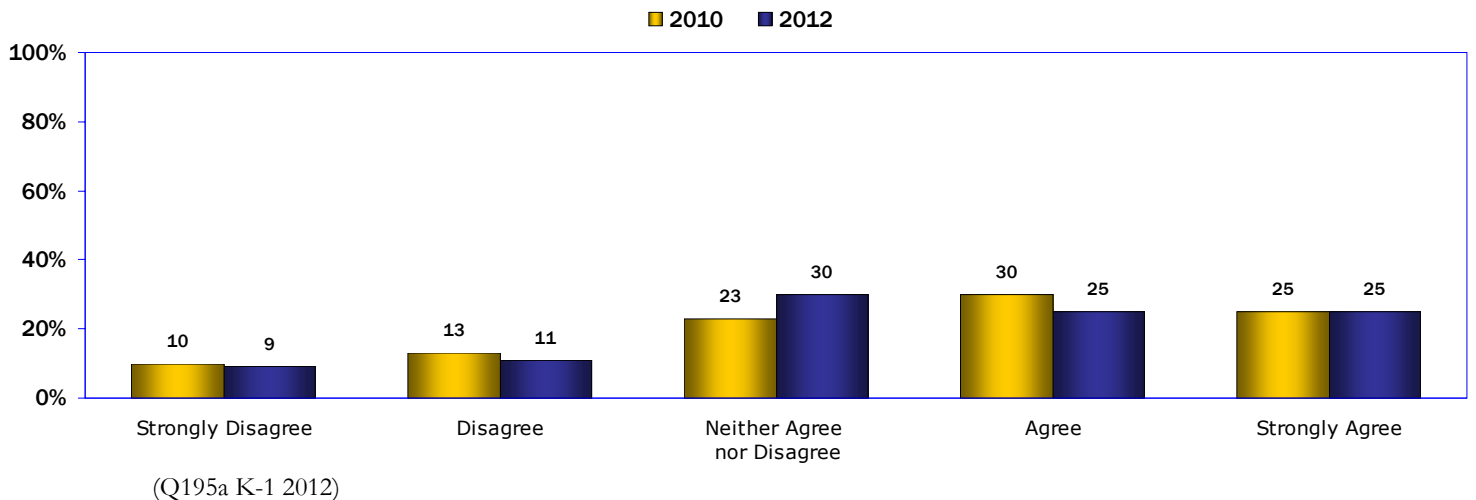
In the current study, only 28 percent of respondents age 16 and older said it is safe to voice their views about politics while online – a decline from 33 percent in 2010. However, 41 percent of respondents disagree or strongly disagree with this statement, an increase from 38 percent in the previous study.

However, half of respondents indicate they feel comfortable saying whatever they think about politics in general (see the second chart).

**On the Internet, it is safe to say whatever you think about politics
(Respondents age 16 and older)**



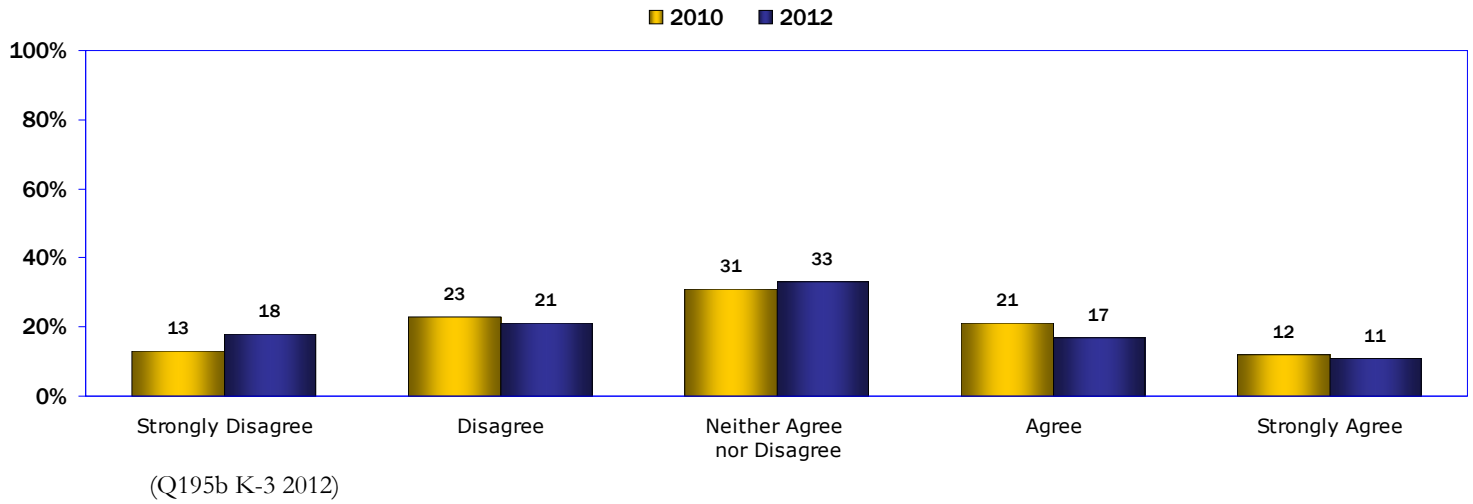
**In general, I feel comfortable saying whatever I think about politics.
(Respondents age 16 and older)**



I74. Personal political expression on the Internet: users

A declining percentage of users in the current study (28 percent) said it is safe to say whatever you think about politics, down from 33 percent in 2010. A larger percentage disagree with this statement – now 39 percent, up from 36 percent in the previous study.

**On the Internet, it is safe to say whatever you think about politics.
(Internet users age 16 and older)**



I75. Personal political expression on the Internet: users vs. non-users

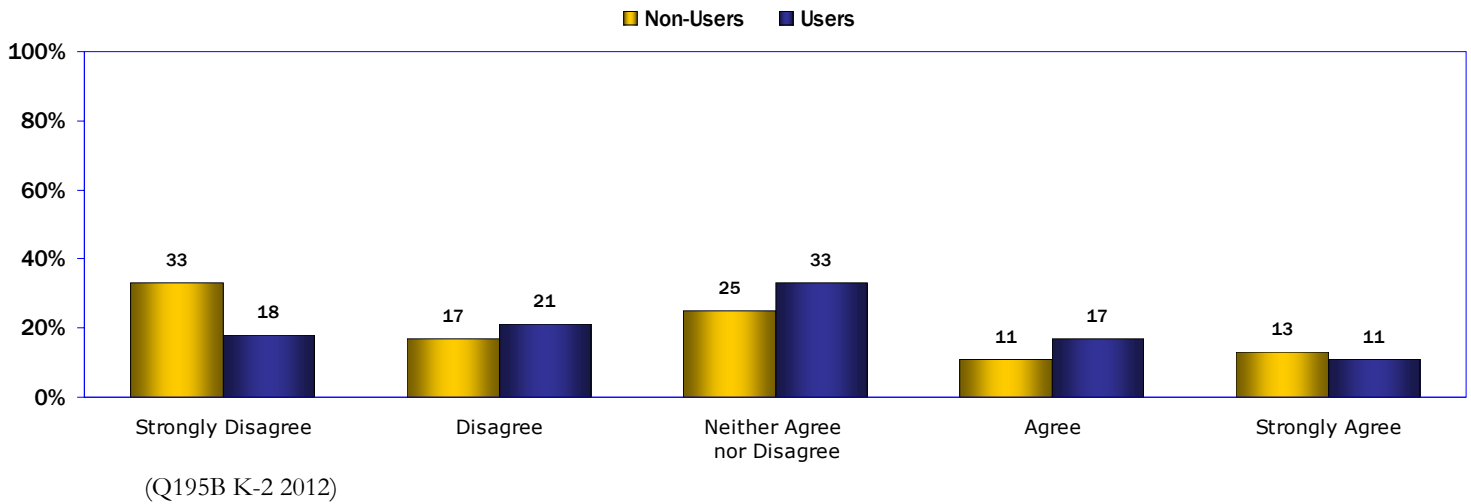
Users and non-users report differing views about expression of personal political beliefs while online.

Twenty-eight percent of Internet users age 16 and older agree or strongly agree that it is safe to say online whatever one thinks about politics, compared to 24 percent of non-users with the same view.

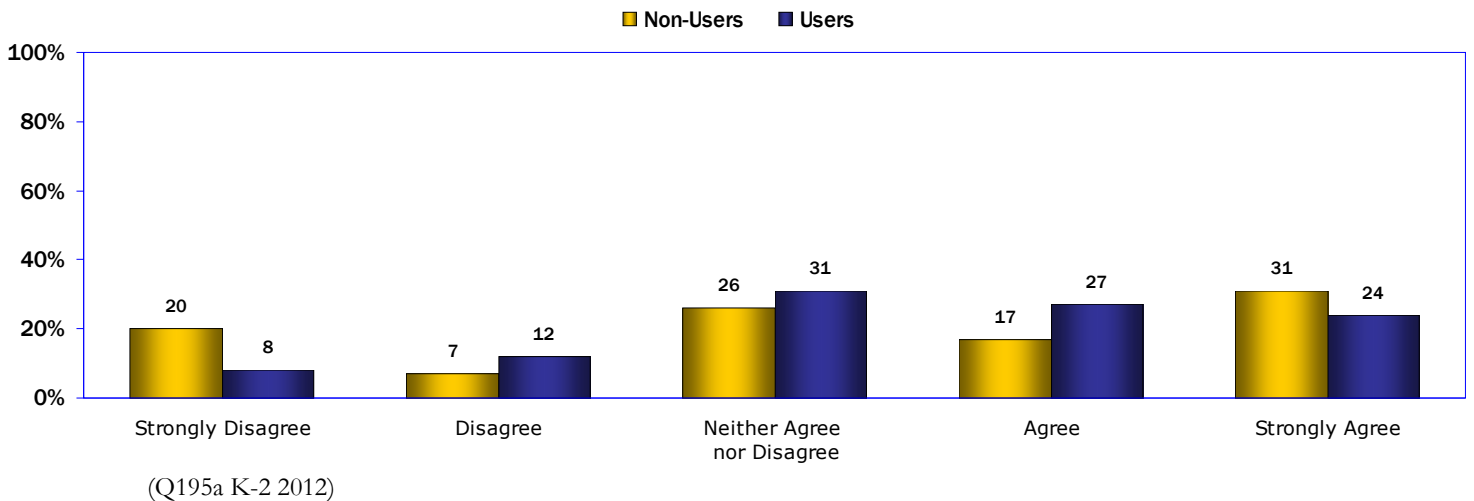
On the other hand, 50 percent of non-users disagree about the safety of personal political expression on the Internet, with 39 percent of users taking the same view.

As in the previous question, the percentages of both users and non-users who believe it is safe to express political beliefs online are lower than those who say they generally feel comfortable speaking their views about politics (41 percent for users, and 48 percent for non-users).

**On the Internet, it is safe to say whatever you think about politics
(Respondents age 16 and older)**



**In general, I feel comfortable saying whatever I think about politics
(Respondents age 16 and older)**



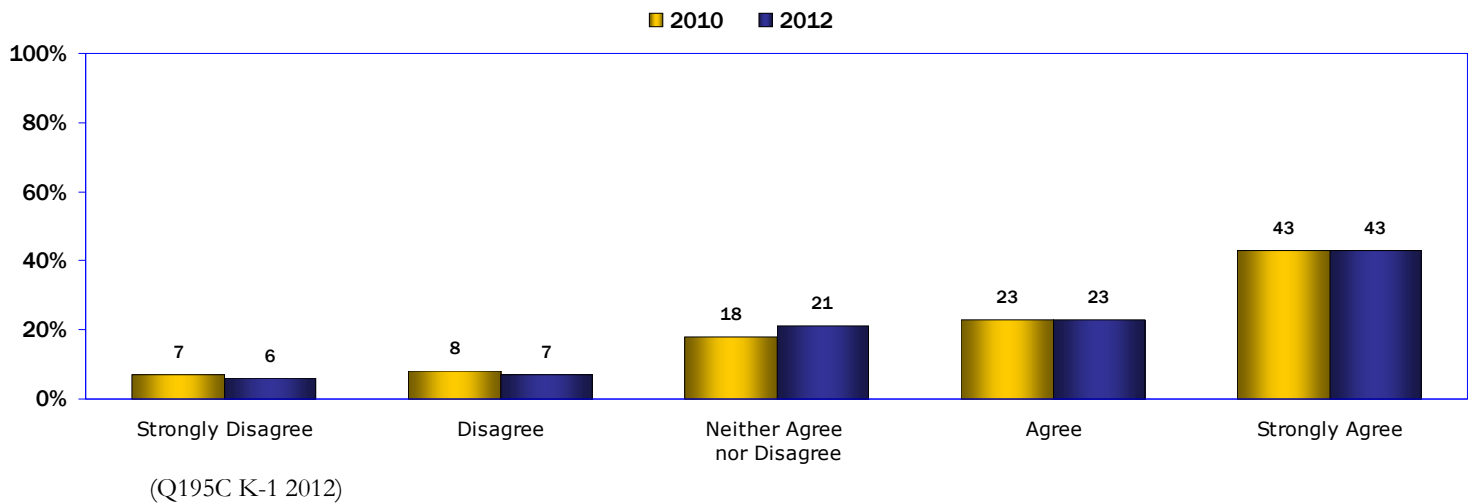
I76. Criticizing the government while online

While less than 30 percent of respondents believe it is safe to express their political beliefs on the Internet (see the previous question), a much larger and stable percentage believes that people should be free to criticize their government while online.

Sixty-six percent of respondents agree or strongly agree that people should be free to criticize the government while online, the same as in 2010 and more than twice the percentage reported in the previous question who said it is safe to say what they want about politics while online.

And, the percentage of respondents who do not think people should be free to criticize the government online dropped slightly in the current study – now 13 percent of respondents, down from 15 percent in the previous study.

**People should be free on the Internet to criticize their government
(Respondents age 16 and older)**



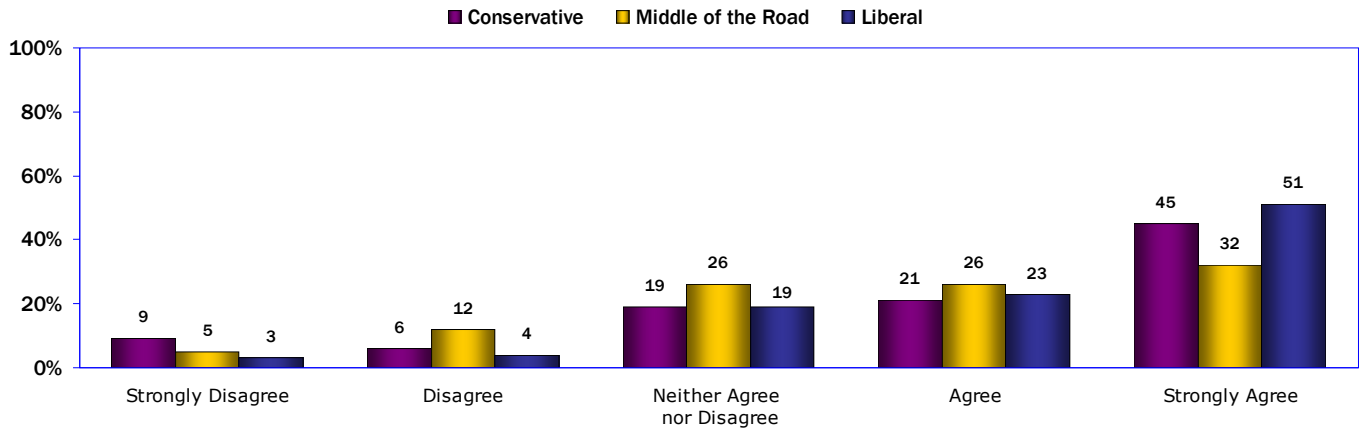
I77. Criticizing the government while online (by political views)

Large percentages of respondents at all points in the political spectrum agree or strongly agree that people should be free on the Internet to criticize their government.

Agreeing with this concept were 66 percent of respondents age 16 and older who consider themselves conservative, 58 percent of those who describe themselves as middle of the road, and 74 percent of users who consider themselves liberals.

Less than 20 percent of respondents of all political persuasions do not think that people should be free on the Internet to criticize their government: 15 percent of conservatives, 17 percent of those middle of the road, and seven percent of liberals disagree with this statement.

**People should be free on the Internet to criticize the government
(Respondents age 16 and older)**

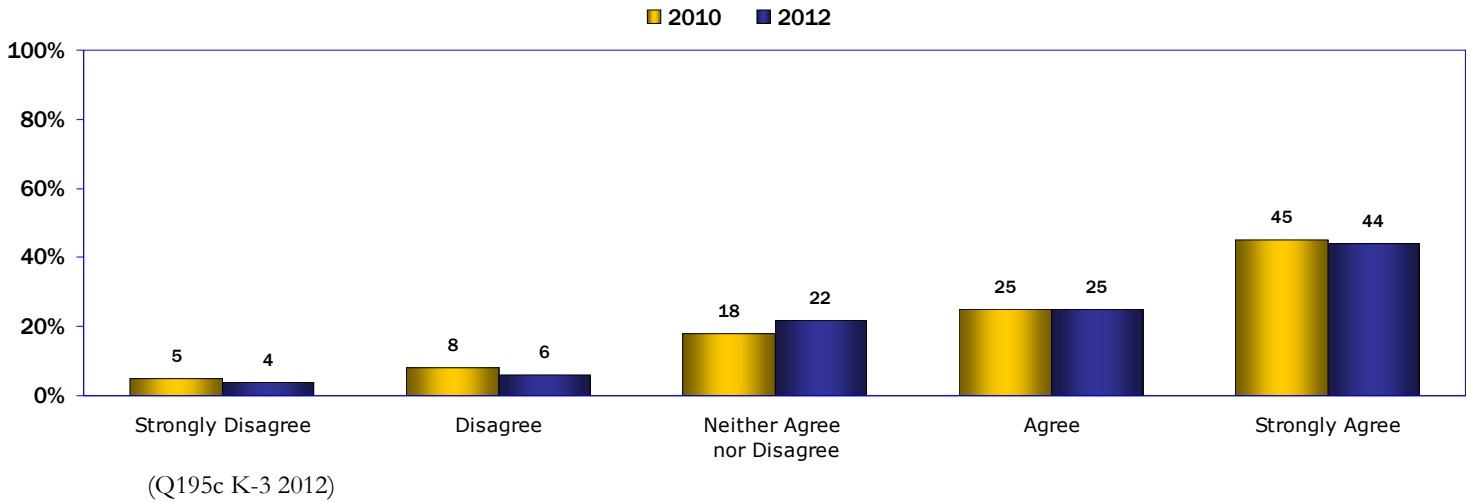


(Q195C K-4)

I78. Criticizing the government while online: users

The percentage of users who believe that people should be free on the Internet to criticize their government declined to 69 percent in the current study. Yet the percentage of users who disagree that people should be free to criticize the government while online also dropped – now 10 percent, down from 13 percent in the previous study.

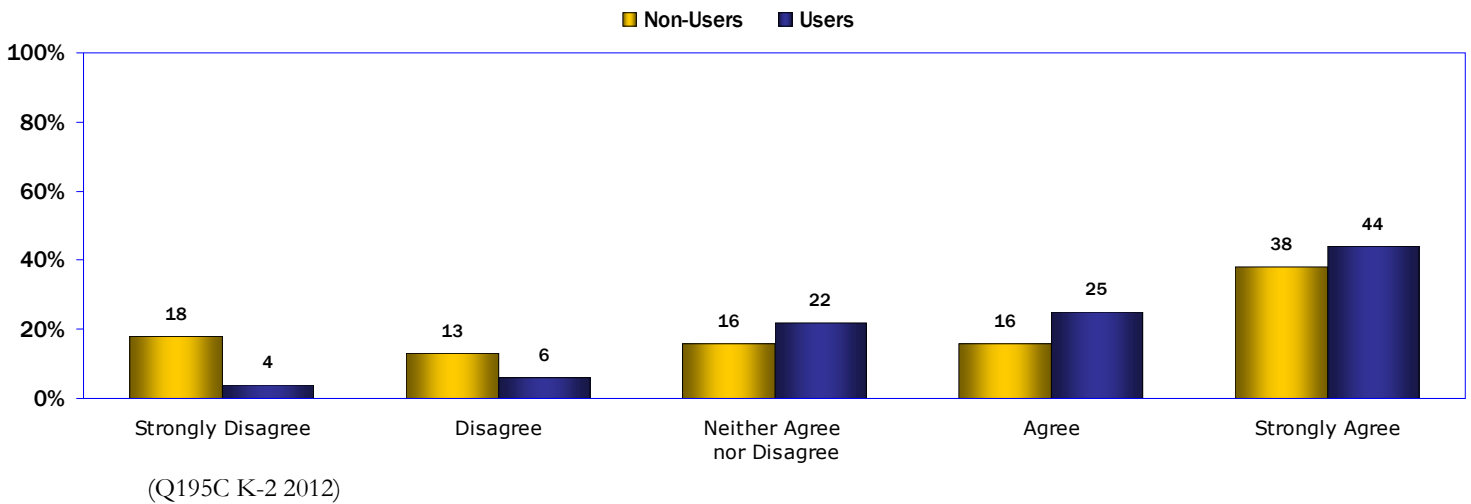
**People should be free on the Internet to criticize their government
(Internet users age 16 and older)**



I79. Criticizing the government while online: users vs. non-users

Views about criticizing the government vary considerably between users and non-users. Sixty-nine percent of users said people should be free on the Internet to criticize their government – this compared to 54 percent of non-users. Only 10 percent of users disagree with this statement, compared to 31 percent of non-users.

**People should be free on the Internet to criticize their government
(Respondents age 16 and older)**

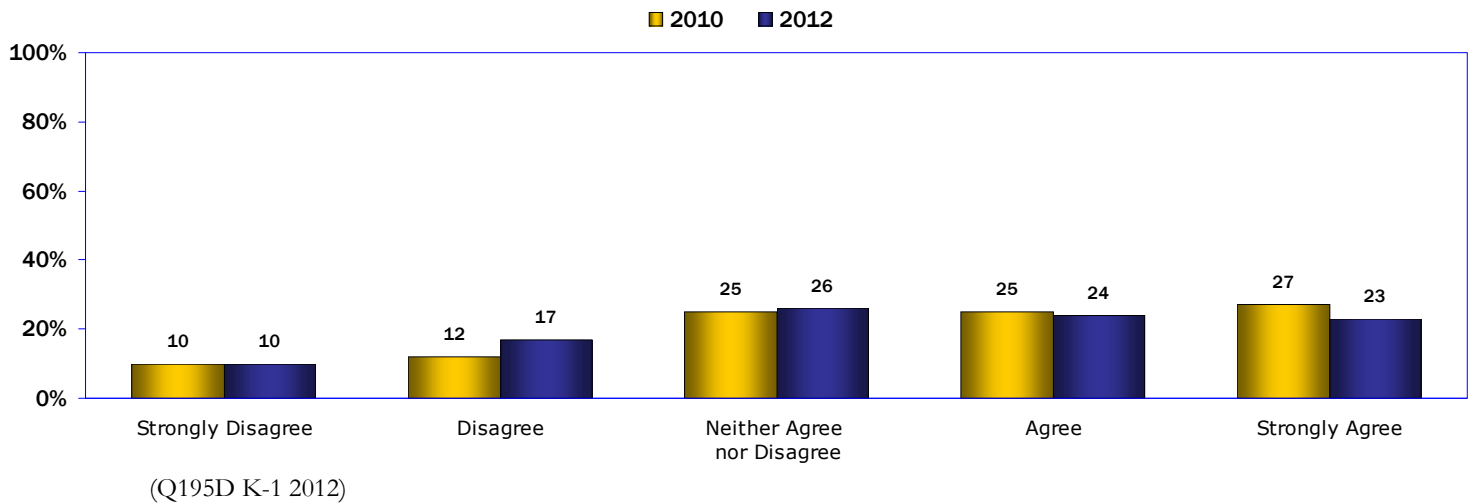


I80. Free speech and extreme ideas while online

When compared to views about using the Internet as a platform to criticize the government (see the previous question), a lower percentage of users (47 percent) said it is OK for people to express their extreme ideas online. And that percentage has declined in the current study, down from 52 percent in 2010.

And a growing percentage of users (27 percent) disagree or strongly disagree that expressing extreme ideas online is OK, compared to 22 percent in the previous study.

**It is OK for people to express their ideas on the Internet, even if they are extreme
(Respondents age 16 and older)**

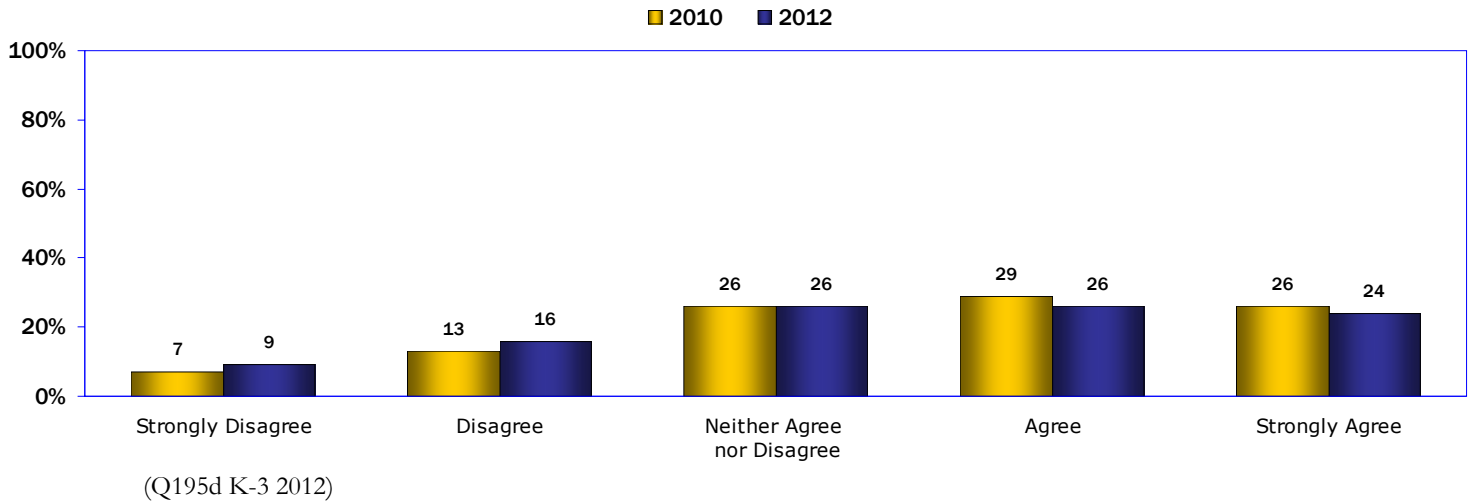


181. Free speech and extreme ideas while online: users

Compared to respondents overall, a lower percentage of users agree that it is OK for people to express their extreme ideas on the Internet – now 50 percent, compared to 52 percent of all respondents (see the previous page). The percentage of users in the current study who agree or strongly agree with this statement declined from 55 percent in 2010.

And the percentage of users who disagree with free expression of extreme ideas on the Internet increased to 25 percent of users, up from 20 percent in 2010.

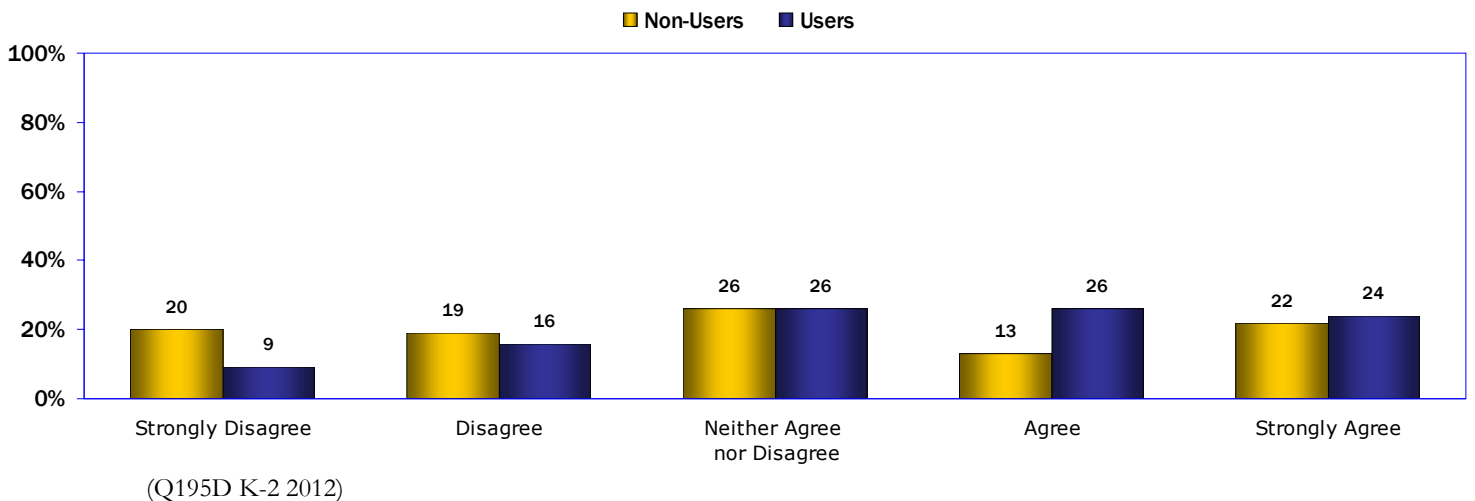
**It is OK for people to express their ideas on the Internet, even if they are extreme.
(Internet users age 16 and older)**



182. Free speech and extreme ideas while online: users vs. non-users

Comparing users and non-users age 16 and older shows a lower percentage of non-users (35 percent) compared to users (50 percent) believe it is OK for people to express their extreme ideas on the Internet. There is a similar gap in disagreement between non-users (39 percent) and users (25 percent) on this issue.

**It is OK for people to express their ideas on the Internet, even if they are extreme.
(Respondents age 16 and older)**



Millennials: A Closer Look

The current Digital Future Project has begun to explore the behavior and views of Millennials (ages 18-34) by comparing how Millennials and non-Millennials (age 35 and older) responded to several key questions in the current survey.

183. Millennials as mobile shoppers

Millennials are more involved with mobile shopping and comparison shopping than non-Millennials.

Have you ever . . .

**Percentage answering yes
(Online purchasers who browse for products in local stores
but purchase online)**

	Millennials	Non-Millennials
. . .done a price comparison on your mobile device while in the store to find if there is a better deal available online?	68	43
. . .purchased a product online on your mobile device while in the store?	23	10

**Percentage answering yes
(Internet users)**

	Millennials	Non-Millennials
. . .done a price comparison on your mobile device while in the store to find if there is a better deal available at a store nearby?	46	24

184. Millennials as consumers of online media content

Compared to non-Millennials, Millennials spend more time with media content online.

About how much time do you spend with these activities online?

	Minutes per week (Internet users)	
	Millennials	Non-Millennials
Watching movies online	93	30
Listening to online radio	83	40
Watching television online	89	22

I85. Millennials and media-related activities online

Millennials are involved more often than non-Millennials in several media-related activities online:

How often do you do the following?

	Answering often or sometimes (Internet users)	
	Millennials	Non-Millennials
Watch television programs online for which you have paid a subscription or fee, such as on Hulu or through Amazon	23	10
Watch television programs online through a free streaming service	55	24
Watch movies online for which you have paid a subscription or fee, such as through CinemaNow or Netflix	42	22
Watch movies online acquired from a peer-to-peer file sharing service, such as BitTorrent or Pirate Bay	16	8
Listen to or acquire music online for which you have paid a subscription or fee, such as through iTunes, Rhapsody, or Pandora	56	33

I86. Millennials and video content online

Compared to non-Millennials, Millennials watch more of the following content online:

What type of video content do you watch on your Internet-connected PC?

	Answering yes (Internet users)	
	Millennials	Non-Millennials
User-generated content	32	22
Online versions of television shows	44	20
How-to videos	52	36
Music videos	64	28
Feature length movies	33	11

I87. Millennials and video content on handheld mobile devices

When using mobile devices, Millennials watch more online versions of television shows and music videos than non-Millennials.

What type of video content do you watch on your handheld mobile device?

	Answering yes (Internet users with wireless devices)	
	Millennials	Non-Millennials
Online versions of television shows	17	7
Music videos	46	21

188. Millennials and screen viewing time

Compared to non-Millennials, Millennials spend higher percentages of their screen viewing time on PCs/laptops and mobile phones.

What percentage of your total viewing time do you spend using these devices?

	(All respondents)	
	Millennials	Non-Millennials
PC/laptop	40	31
Mobile phone	25	12

189. Percentages of time spent watching television on a television set

Millennials compared to non-Millennials spend a lower percentage of their time watching programs on a television set.

	(All respondents)	
	Millennials	Non-Millennials
Percentage of viewing time watching television on a television set	63	87

190. Millennials and perceptions of the value of social networking sites

Higher percentages of Millennials compared to non-Millennials value social networking sites to maintain their relationships.

	Answered important or very important (Internet users)	
	Millennials	Non-Millennials
How important are social networking sites (Facebook, Twitter, Google Plus) for helping you to maintain social relationships?	70	51

191. Millennials and connections to marketing

Compared to non-Millennials, Millennials follow more companies or brands on Twitter, and have friended more companies or brands on social networking sites such as Facebook.

	(Internet users)	
	Millennials	Non-Millennials
How many companies or brands have you followed on Twitter?	9	1
How many companies or brands have you friended on social networking sites such as Facebook?	9	4

The 2013 Digital Future Project: Trends and Issues

Internet use – and non-use – in the United States

In 2008, when Internet use reached an all-time high of 80 percent, some observers believed that online participation had reached a peak that would not be surpassed. However, the percentage of Americans who use the Internet continued to increase – even if only marginally – and by 2012, the current Digital Future study found that 86 percent of Americans report that they go online (*see page 18*).

The flip-side of this issue is, of course, that a still-significant percentage of Americans continues, through either choice or circumstance, to be non-users.

Why do non-users stay offline? The reasons have varied in the dozen years since the Digital Future Project began to look at this question, but not surprisingly, many non-users do not go online because they are not interested or are confused by the technology. (It is important to note that the expense of going online, while often assumed to be the primary reason for a digital gap, continues to be reported as a reason for not being online by only modest single-digit percentages of non-users.)

However, the largest percentage by far of non-users say they do not go online simply because they lack a computer or an Internet connection (*see page 42*). Similarly, the largest percentage of “Internet dropouts” – non-users who previously went online – said they are no longer users because they do not have a computer (*see page 44*).

Will non-users become users? Even now, almost 20 years after Internet access became available to the general public, for almost two-thirds of non-users the answer is no – a percentage that has remained above 60 percent since 2008 (*see page 47*). Internet drop-outs are more confident about going online again; 69 percent said they are likely to use the Internet again someday (*see page 48*).

For whatever the reason, the fact remains that some 14 percent of Americans – more than 40 million people – are not Internet users. At this point in the evolution of online technology, it could easily be assumed that the Internet is accessed by everyone, just as we assume that everyone has access to a television, radio, or telephone. Will non-users find themselves increasingly marginalized or not included in the societal mainstream because they are not online?

Views about technology and lifestyle

While employers are no doubt glad to know that 13 percent of employees who have the Internet at work never go online at the office for non-work purposes (*see page 32*), a large percentage of users do indeed go online at work for personal reasons. On the other hand, a growing percentage of Internet users said they go online at home for their jobs – now 61 percent of respondents in the Digital Future study (*see page 33*).

Internet users need to strive to capitalize on the benefits of online technology and not become victims of it, just as previous generations adjusted to the changes brought by the telephone, the fax machine, and even the personal computer in the years before the Internet existed. How users continue to adjust – or fail to adjust – will be an ongoing subject of exploration in the Digital Future studies.

Social networking: is it really important?

More than half of Americans have a Facebook account. While it is clear that the use of Facebook and other social networking sites is indeed pervasive, the actual value of these sites remains an open question.

Do Internet users think social networking is important? Although significant percentages of both genders believe social networking is important for maintaining their relationships, even larger percentages said social networking sites are not important (*see page 132*).

Do users think the information on social networking sites is credible? Large percentages say that only a small portion or none of the information on those sites is reliable and accurate (*see page 61*).

Are users concerned about their privacy on social networking sites? Most users are either very concerned or extremely concerned about the privacy of their personal information on social networking sites (*see page 133*).

As social networking continues to evolve, how will the lack of faith that users have in these sites and the information these sites provide affect users' interest in continuing to use them?

Unwanted online attention

Negative online attention – including bullying, harassment, and unwanted sexual communication – produces effects ranging from minor nuisances to tragic consequences, the most extreme of which have been suicides. While prominent cases in the news focus on how negative online attention affects young users, new questions in the Digital Future study found that these issues are not just problems for the young; measurable percentages of users in every age range in the study report having been bullied, harassed, or received unwelcome sexual attention (*see pages 114 and 119*).

While most users report that the impact of online negative attention is, fortunately, relatively minor, these are issues that demand continued observation, as we strive to learn more about the darker side of using the Internet.

Buying online and sales tax

As any local retailer will tell you, one of the biggest problems for traditional brick-and-mortar sellers is they are not permitted to play on a level playing field with their online competitors; until recently, in most states local retailers had to charge customers for state and local sales taxes while online merchants did not. For this inequity, retailers can blame the Supreme Court, which in rulings in 1977 and 1992 stated that mail-order merchants (later determined to include online sellers) did not need to collect sales tax for purchases coming from states where the seller did not have a physical presence.

That situation has begun to change, most prominently in 2012 when the legislature in California (America's largest retail market) began to clamp down on large Internet sellers including Amazon (America's largest online retailer) and require that they collect state sales tax.

Will the increased cost of sales tax affect Internet purchasing? The Digital Future survey found that while online purchasing has reached record levels in terms of the percentages of users who buy online (*see page 83*), more than half of Internet buyers said that if their state starts to collect tax for online purchases, they would buy less online; nine percent of Internet purchasers said that if their state charges sales tax for online goods, they would stop buying online altogether (*see page 87*). And, the survey found that the online buyers most likely to give up Internet purchasing were users under 34 – a prime audience for many retailers (*see page 89*).

The stakes are tremendous; some estimates put the revenues lost to states from taxes not paid for online purchasing to be as high as \$11 billion annually. Will measurable percentages of online buyers actually stop going to the Internet for their purchases because of sales tax? Will local retailers make gains because the playing field has been leveled?

The Internet's importance in political campaigns: Internet users

How the Internet affects the political process was explored as a major trend in the previous Digital Future Report, and the issue continues to be prominent in the exploration of the role of online technology in the lives of Americans – especially following the 2012 political campaign season. In 2012, political candidates devoted more time and attention than ever before to online communication with voters, constituents, and – most important for candidates – potential donors.

Yet what role does the Internet really play in the American political process? Although large and growing percentages of respondents said the Internet is important for political campaigns (*see page 146*), the role of online technology as a shaper of policy or political influence remains unclear.

The Digital Future Project has explored issues involving the role of the Internet in American politics since the project began in 2000, and in 13 years the broad messages have changed very little: in sum, most Americans consider the Internet a tool for understanding political issues, but not to create more political power for themselves. Only small percentages of Americans believe that the Internet can be used to influence public officials to care more about what people think (*see page 149*), or to give people more of a say in what their government does (*see page 154*).

In 2005, 62 percent of respondents said the Internet was important for the political campaign process; in 2012, that group had grown to 70 percent. Will the importance of the Internet as a campaign tool eventually ensure that the Internet creates political influence and power for voters?

* * * * *

Supplement I

The USC Annenberg School Center for the Digital Future

The USC Annenberg School Center for the Digital Future is a forum for the discussion and development of policy alternatives addressing the leading issues in media and communication.

The Center conducts and facilitates research, courses, seminars, working groups, and conferences designed to have a major impact on policy at the local, national, and international levels. It also provides a base for visiting scholars who are engaged in efforts to examine and shape communication policy. The Center's goals include using the vast intellectual resources of USC to deal with some of the most important concerns of the day and to have a transforming effect on the issues.

The Center is based in the Annenberg School for Communication and Journalism at the University of Southern California. Until July 2004, it was housed at UCLA in the Anderson Graduate School of Management.

In October 2000, the Center released its first report on the Internet, the beginning of an international, long-term exploration of the impact of the Internet on society. This work is part of the World Internet Project, which is organized and coordinated by the Center; included in the World Internet Project are the Center's work and partner studies in countries in North America, Europe, South America, Asia, the Middle East, Australasia, and Africa. The first comparative results from the World Internet Project were released in January 2004. The first comprehensive International Report of the World Internet Project was released at the end of 2008, the second in 2010, and the third and fourth in 2012.

Since the Center's creation in September 1993, it has been awarded multi-million-dollar research grants from the National Science Foundation and the U.S. Department of Defense, held numerous national and local conferences, conducted three nationwide surveys with one of America's leading news magazines, and established a strong national and international identity in media and communication technology issues.

The Center for the Digital Future has become an internationally regarded policy studies center. The Center is committed to studying, through a variety of prisms, the important communication issues that transform our lives.

For more information about the Center, visit www.digitalcenter.org.

Supplement 2

The World Internet Project – International Contacts

United States (Organizer)

Center for the Digital Future
USC Annenberg School for Communication and Journalism
www.digitalcenter.org

Australia

ARC Centre of Excellence for Creative Industries and Innovation (CCI)
Institute for Social Research, Swinburne University of Technology
www.cci.edu.au/projects/digital-futures

Austria

Commission for Comparative Media and Communication Studies (CMC)
Academy of Sciences
www.oeq.ac.at/cmc

Brazil

Instituto Brasileiro de Economia e Tecnologia
www.braeti.net

Canada

Canadian Internet Project (CIP)/Recherche Internet Canada (RIC)
www.cipiconline.ca

Cape Verde

Inove Research, LDA
<http://research.inove.cv/>

Chile

Pontificia Universidad Catolica de Chile: Schools of Communications (head), Sociology, and Engineering/
Santiago Chamber of Commerce (CCS)
www.wipchile.cl

China

China Internet Network Information Center (CNNIC)
www1.cnnic.cn/

Colombia

CINTEL – Centro de Investigación de las Telecomunicaciones
www.cintel.org.co

Croatia

Innovation Institute
www.innovation-institute.eu

Cyprus

Cyprus University of Technology/Department of Communication and Internet Studies
www.cut.ac.cy/

Czech Republic

Faculty of Social Studies, Masaryk University Brno
www.fss.muni.cz/ivdmr

Ecuador

Universidad de los Hemisferios
www.uhemisferios.edu.ec

France

Center for Political Research at Sciences-Po
www.cevipof.msh-paris.fr

Germany

Institut der deutschen Wirtschaft Koln Consult GmbH
www.iwkoeln.de/de

Hungary

ITHAKA – Information Society and Network Research Center
www.ithaka.hu

India

School of Journalism and Media Studies, IGNOU
www.ignou.ac.in/ignou/aboutignou/school/sojnms/introduction

Iran

University of Alzahra
www.Alzahra.ac.ir

Israel

The Research Center for Internet Psychology (CIP)
Sammy Ofer School of Communications, The Interdisciplinary Center
www.idc.ac.il/communications/cip/en

Italy

SDA Bocconi, Bocconi University
www.sdabocconi.it/home/it/

Japan

Toyo University
www.soc.toyo.ac.jp/~mikami/wip/en/index.html

Macao

University of Macau, ERS E-Research (Lab)
Macao Internet Project (MIP)
www.macaointernetproject.net

Mexico

Tecnológico de Monterrey, Proyecto Internet
www.wip.mx

New Zealand

Institute of Culture, Discourse and Communication (ICDC), AUT University of Technology
www.wipnz.aut.ac.nz

Poland

Gazeta.pl Research and Analyses Unit
<http://badania.gazeta.pl>

Portugal

Lisbon Internet and Networks International Research Programme (LINI)
<http://www.lini-research.org>

Qatar

Northwestern University in Qatar (NU-Q)
www.qatar.northwestern.edu

Russia

Sholokhov Moscow State University for the Humanities
<http://mggu-sh.ru/en>

Singapore

Singapore Internet Research Centre (SiRC)
Nanyang Technological University
www.ntu.edu.sg/sci/sirc

South Africa

The Media Observatory Wits Journalism,
University of Witwatersrand, Johannesburg
www.journalism.co.za

South Korea

Yonsei University
www.yonsei.ac.kr

Spain

Internet Interdisciplinary Institute (IN3)
Open University of Catalonia (UOC)
www.uoc.edu/in3/pic/eng/communication.html

Sweden

.SE (The Internet Infrastructure Foundation)
World Internet Institute
www.iis.se
www.wii.se

Switzerland

Media Change & Innovation Division
IPMZ – Institute of Mass Communication and Media Research
University of Zurich, Switzerland
www.mediachange.ch

Taiwan

Taiwan e-Governance Research Center
Department of Public Administration, National Chengchi University
www.teg.org.tw
<http://pa.nccu.edu.tw>

United Arab Emirates

American University of Sharjah, Department of Mass Communication
www.aus.edu

United Kingdom

Oxford Internet Institute
www.oii.ox.ac.uk/microsites/oxis

Uruguay

Universidad Catolica del Uruguay
www.ucu.edu.uy

Supplement 3

Research Methods

For both the original sample drawn in 2000, and the replacement samples selected in subsequent years until 2006, a national Random Digit Dial (RDD) telephone sample was used. This method gives every telephone number in the 50 states and the District of Columbia a close to equal chance of being selected.

In the initial call, an interviewer spoke to a person in the household 18 years of age or older to obtain a roster of all household members. At this point, a computer system (“CFMC Survent” CATI) randomly selected one individual from among those 12 years of age and over in the household to be the interviewee from that household.

If the randomly selected individual was between 12 and 17 years of age, the interviewer asked a parent or guardian for permission to interview the child.

In years 2000 to 2007, once the selection of a household member was made, only that individual was eligible to complete the interview. In years 2008 to 2012, if the household member who was originally selected to complete the interview was not available, up to two other individuals could be randomly selected from the roster to represent the household in the survey. If both of the randomly selected individuals were not available, the individual on the phone was interviewed.

In 2010 and 2012, up to 3 call attempts were made to complete an interview. If a household refused once, it was not contacted again.

The data were collected through a combination of telephone and web surveys.

In 2010 and 2012, those repeat respondents and new random respondents who indicated by phone that they had Internet access were directed to complete the interview via the Web. A URL was provided verbally, and a web link and password were emailed to the potential respondent to allow that respondent to complete the survey via the Web. A small number of respondents who indicated that they had Internet access but preferred to complete the survey over the phone were allowed to do so.

In 2010 and 2012, when contacting panel members from the original sample, up to 10 call attempts were made to reach them. If the person interviewed in the prior year was no longer a member of the household, no substitution of a different household member was made.

In 2010 and 2012, all respondents were paid a \$10 incentive.

Interviews were conducted in English. Interviewing took place between June 5th and September 16th, 2012.

The final sample for the 2012 wave of the Digital Future Project was derived from two different sources, and this complicated the weighting procedure. The first portion of the sample consisted of respondents who had participated in the survey in the past. The second portion consisted of a new random sample that was recruited to replace dropouts.

An examination of the profiles of each of these sample sources revealed differences from the most current U.S. Census results (2010). Moreover, the differences varied depending on the sample source. As a result, the weighting for this year's survey consisted of two separate weighting adjustments, one for repeat respondents, and the other for newly recruited respondents.

Each of the sub-samples was weighted to correct for its primary sources of deviation from the Census. After this, the two samples were combined. Sample size was preserved during the weighting process.

Historically, the following variables were used in the weighting adjustments: gender, age, income, and education. However in 2012, ethnicity was added as an additional weighting variable and then the two sub-sample sources noted above were weighted. Furthermore, this was the first wave to incorporate targets from the 2010 US Census, as previous waves used targets from the 2000 US Census. Incorporating this many variables in the weighting scheme caused extreme weighting values for some respondents, so to preserve the integrity of the data, the weights were capped at 0.3 and 3.0. A summary of demographic differences between the Census and the final weighted data can be found below for both 2010 and 2012.

Note: A cross-section of metrics was compared across many different weighting schemes, ranging from perfectly aligned Census targets to weighting values being capped at various levels. It was found that these metrics varied little, so despite the overall demographic targets not being completely aligned, the main survey data is relatively unchanged.

Decreased usage of landlines coupled with lower cooperation rates has caused the RDD sample respondents to skew significantly older than the US population. In 2009, 2010, and 2012 we corrected for this by supplementing the data collected with a youth augment to balance the RDD sample. An age-targeted sample was used to recruit younger respondents (12-35) more directly. Individuals in the household meeting the specific age/gender requirement were directly invited to the survey. In 2012, the sample was also supplemented with an augment of Hispanic and African-American respondents, as these groups were under represented compared to Census figures in the traditional RDD methodology.

Demographic Data

	2000 Census	2010 with Weighting	2010 Census	2012 with Weighting
Income				
Less than or equal to 29,999	35%	34%	31%	27%
30,000 to 49,999	23%	24%	20%	18%
50,000 to 99,999	30%	29%	30%	33%
100,000 or more	12%	12%	20%	22%
Age/Gender				
Males :12-17	5%	5%	5%	3%
Males :18-24	6%	6%	6%	5%
Males :25-34	9%	8%	8%	5%
Males :35-44	10%	9%	8%	8%
Males :45-54	8%	8%	9%	9%
Males :55-64	5%	5%	7%	8%
Males :65-74	4%	4%	4%	5%
Males :75-84	2%	2%	2%	3%
Males :85 & Above	1%	1%	1%	1%
Females :12-17	5%	5%	5%	3%
Females :18-24	6%	6%	6%	4%
Females :25-34	8%	8%	8%	6%
Females :35-44	10%	10%	8%	9%
Females :45-54	8%	8%	9%	10%
Females :55-64	5%	6%	7%	9%
Females :65-74	4%	4%	4%	6%
Females :75-84	3%	3%	3%	4%
Females :85 & Above	1%	1%	1%	1%
Education				
Less than HS Grad	20%	19%	22%	12%
HS Grad no college	29%	28%	27%	25%
Some college/associates degree	27%	28%	26%	30%
Bachelor's degree or higher	24%	25%	25%	34%
Ethnicity				
Hispanic	13%	6%	17%	11%
White/Anglo/Caucasian/Middle-eastern	77%	88%	75%	81%
Black/African American	13%	5%	14%	10%
Asian/ Pacific Islander	4%	2%	6%	6%

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